

Library

of the

University of Toronto

7601

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, JANUARY, 1916 No. 1

Pens that Give the Best Service and Make the Most Sales

You can make ready sales and steady profits, selling Sanford & Bennett Fountain Pens. The exclusive talking points, the fine quality and beautiful finish of these high-grade pens effect quick sales—their simple construction, perfect writing and dependability make satisfied customers.



Sanford & Bennett
COMMERCIAL
SAFETY PEN

Sanford & Bennett
Fountain Pens

are popular with the public, and profitable for **you.** They are made right, and sold at the right prices.

The S. & B. AUTOPEN is a self-filler that may be filled anywhere that ink is available. The filling device is out of sight when not in use.

The S. & B. COMMERCIAL SAFETY may be carried in the pocket or traveling bag, in **any position.** It is positively non-leaking and non-sweating.

Made entirely in our own factory, we fully guarantee every Sanford & Bennett Fountain Pen to be a perfect writing instrument.

Our full line includes an attractive assortment of special styles, with two trade leaders in our self-filling AUTO-PEN and our non-leakable COMMERCIAL SAFETY PEN.

Write us for prices and discounts.



Sanford & Bennett
AUTOPEN
(Self-Filling)

Sanford & Bennett Co.

51-53 Maiden Lane, New York

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, Toronto, Ontario

"World" Blotting

Sales Booster

Here is a practical suggestion:

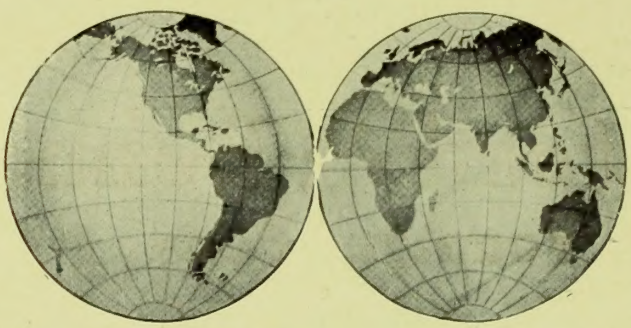
Put a boy or girl at a desk in your window, writing and blotting with World Blotting to demonstrate its efficiency. This should be supplemented by spurting ink from the pen upon a sheet of World Blotting to show how it is absorbed in the twinkling of an eye. You will find that this window feature will be the best sort of a business-puller.

Take advantage of the occasion to show not only World Blotting, but also the other Albemarle brands.

The different colors will enable you to prepare a most attractive and striking display.

A good idea is to roll sheets up loosely, held by elastic bands. The pleasing combinations of colors will carry suggestions to the many people who will be bound to see the display and help materially to create sales.

YOU CAN SELL MORE BLOTTING PAPER BY PAYING MORE ATTENTION TO THIS HIGHLY PROFITABLE STAPLE LINE.



ABSORBENCY **DURABILITY** **COLOR**

These three essentials are what account for the pre-eminence of *"World Blotting."*

It consists of 100% pure cotton fibre and may be put to the severest of tests.
We direct your attention also to our other brands:

Reliance, Hollywood, Vienna Moire, Directoire, Albemarle Half-tone, Albemarle Enameled

The Albemarle Paper Mfg. Company

Makers of Blottings Exclusively

RICHMOND, VA., U.S.A.



A Happy New Year

MESSRS. Cassell & Co., Ltd., extend to their friends thanks and appreciation for the cordial co-operation which has characterized their relationships during 1915. While the year has been a trying experience to all, it has not been without its compensations, not the least of which has been the development of the fraternal, as opposed to the competitive spirit, with the result that trade relationships have been a source of pleasure and the identity of interest of the bookseller and publisher more strongly emphasized.

Publishing Plans 1916

While our plans for 1916 are not as yet fully matured, we are able to definitely announce the publication of many important books—for instance, in January, we shall publish new novels by H. Rider Haggard, Mrs. Baillie Reynolds, and Mrs. Toye, while "Our Fighting Services," by Sir Evelyn Wood, is sure to be in great demand. Another volume for which we anticipate a large demand will be "The Secret Memoirs of Bertha Krupp."

Canadiana

We can consistently claim some consideration for our effort and success in publishing books of an outstanding character in point of interest to Canadians. Sir Charles Tupper's "Recollections of Sixty Years in Canada," published about a year ago, followed by "The Life of Lord Strathcona," which we published in December, and now we are able to announce for publication early in the Autumn "The Life and Letters of Sir Charles Tupper," the publication of which, we feel assured, will be anticipated with interest and pleasure throughout the Dominion.

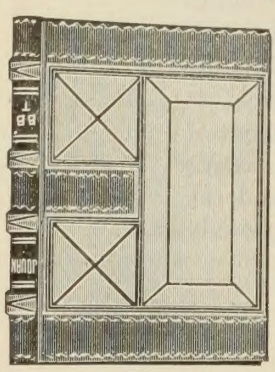
Our representatives will take the pleasure of calling upon the trade as usual, and we bespeak for them your usual courtesy.

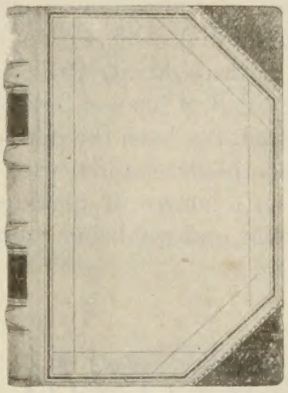
MADE IN CANADA

ANNOUNCEMENT FOR YEAR 1916

From our modern "up-to-date" factory we are fully equipped to supply any description, size, or quality of

BLANK BOOKS





FROM THE LARGEST LEDGER TO SMALLEST VEST POCKET MEMO BOOK
MEDIUM FOLIO
DEMY FOLIO
REDUCED DEMY—14 x 10
CAP BROAD OR LONG FOLIO
LARGE AND SMALL QUARTO (Exercise Books)
LARGE AND SMALL OCTAVO (Pass Books)
COLUMN BOOKS SIDE AND END
TRIAL BALANCE BOOKS. DOCKETS
LETTER COPYING BOOKS
MINUTE AND RECORD BOOKS
INVOICE AND SCRAP BOOKS
BILL AND TIME BOOKS
RECEIPTS, NOTES AND DRAFTS
MEMORANDUM AND PRICE BOOK
EXTRA LINE OUR SPECIALTY
LOOSE LEAF LEDGERS AND BINDERS
"SIMCOE" PHOTO LOOSE LEAF ALBUMS
OFFICE AND POCKET DIARIES 1916
STYLES—FULL LEATHER, FULL CANVAS, RUSSIA BANDS,
Half Red Russia Cloth Sides, Cloth.

SEE OUR NEW CATALOGUE, FULL DETAILS

BROWN BROS., LIMITED

100 SIMCOE STREET, TORONTO

Venus Pencils

Tenth Anniversary

SINCE the first "VENUS" Pencils were manufactured a decade ago, we have never pretended to meet competition on a basis of substitution.

We believe we have no competition on a basis of quality. Therefore, our business must come—in the future as it has in the past—from those customers who demand a perfect pencil on a basis of known quality.

For this reason, we will continue to adhere to the standard of design, materials and construction, which have made the name "VENUS" synonymous among those who know, with "highest quality" in the pencil field.

And, in our more recently developed "VENUS" ERASER we have embodied these same high qualities which throughout the past decade have been symbolized by the name "VENUS"—the mark of perfection.

American Lead Pencil Co.

220 Fifth Avenue, New York.
Clapton, London, England

NELSON'S History of the War

By JOHN BUCHAN.

Volume VIII Now Ready.

The Midsummer Campaigns, and the Battles on the Warsaw Salient. 21 Maps and Plans.

Volume IX Ready In About A Fortnight.

The Italian War, the Campaign in Gallipoli, and the Russian Retreat.

A New Volume Each Month.

Price 35c per Volume, Postage 7c extra.

Eight Volumes Post Paid $2.90.

Thomas Nelson & Sons, Limited
TORONTO

AFTER THE FIRE

Fire gutted the building of which the second floor was occupied by THE PUGH SPECIALTY COMPANY, Limited, early on the morning of Dec. 11th. At 1.30 o'clock that morning Mr. Pugh was rung up by the police department and advised of this occurrence.

At 9.30 o'clock that morning Mr. Pugh took a flat at 28 Temperance Street and by telegraphing and purchasing from other Toronto firms, obtained enough stock to fill immediate orders.

The salvage stock was sold at Suckling's Auction Rooms.

The building on Clifford Street is rapidly being repaired and the company expects to be back there by January 15th.

NOW FOR 1916

The Pugh travelers leave in a few days with the complete line of

SPECIAL SEASON AND GENERAL POSTCARDS
PENNANTS AND CUSHIONS
MILITARY SPECIALTIES
SPECIALTIES IN TOYS
SOUVENIR NOVELTIES
BOOKLETS AND
ART PROCESS CALENDARS

For the Stationery and Fancy Goods Trades

The meritorious and attractively priced goods which these travelers are about to show will back up in a substantially practical manner the best wishes of this company that 1916 may be one of prosperity for the dealers throughout Canada.

THE PUGH SPECIALTY CO., LIMITED

Temporary Address
28 Temperance Street, Toronto, Canada

We are grateful for the British Navy



GLUCINE IS GOOD STUFF

The most satisfactory adhesive ever invented.

Always ready for use.

Always clean—never dries up.

Not affected by climate.

Retails 2½ oz., 10 cents: 5 oz. with cap and brush, 25 cents; 10 oz. with cap and brush, 50 cents; 30 oz. for re-filling, 90 cents.

Order your spring stock now at former prices.

There is about 100% profit for the Dealer who orders in gross lots.

The Navy enables Messrs. Lyons Ltd., of Manchester, to bring in the raw material from India and other countries and thus ensures us a steady supply of

Lyons Bank Wax

As regards price, they have done the right thing by us and we by the Canadian trade, hence our prices are practically the same —except for the increased duty and an extra 5%, which does not begin to cover the increased cost.

Order your Sealing Wax now, while we have a stock and know where we are at as to price.

GLUCINE

We can fill a limited number of orders for GLUCINE from stock now on hand at old rates for

Spring Delivery

LYONS INK—Writing, copying, scarlet and fountain pen ink. No increase anticipated.

Sole Canadian Agents for Lyons Ink Ltd., Manchester

MENZIES & COMPANY, LIMITED

439 King Street West, Toronto

THE Famous DIAMOND Series

All British Manufacture

Christmas Cards, Tags, Seals, Post Cards, Card Boards, Ball Programmes, Menus, Wedding Cards, Fancy Folders for Christmas Card Manufacturers, Job Printers, Embossers and Engravers. Ask for our gold and colored bordered, single and double cards.

Our Canadian Series

Including Patriotic designs—is now just about up to the perfection mark. The range is greater than last year. We have increased the number of views for our local View Booklets for all the important towns in Canada.

Our steel die cards include coats-of-arms cards, emblematic designs as well as an extensive series of new embossed designs, all hand work.

Popular Prices Are a Feature

Don't buy American die-stamped cards until you see ours, and you will admit our superiority—and better price.

Patriotic designs in Christmas Cards, Menus, Post Cards and Printers' Blanks

Remember the Trade-Mark Diamond D & CO. London Series

For 25 years an all British firm—all British capital—all British labor.

Sole Canadian Agents:

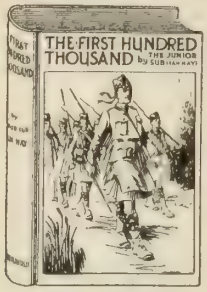
MENZIES & COMPANY, LIMITED

439 King St. W., 1 Door West of Spadina, **Toronto**

BIG OPPORTUNITIES FOR SPRING SELLING

Here are a few strong ones from our spring list. These we feel you should know about early:

THE FIRST HUNDRED THOUSAND



By The Junior Sub (Ian Hay) - $1.35

The Story of the first British Expeditionary Force on the continent, by one of the Force. This book is making a tremendous impression in England and promises to be the best-selling war book yet issued. Some Canadian dealers have already put in a first order for hundreds. It would pay you to get in on this at once.

THE BARS OF IRON

By Ethel M. Dell - - $1.35

Remember how "Rocks of Valpre" and "The Way of an Eagle" sold themselves off your shelves? Here's another by the same author which is said to be the best novel she has yet written.

WHEN PAN PIPES

By Mary Taylor Thornton.....$1.25

One of those quaint, tender, "homey" love stories that appeal strongly to every class of reader. "A delightful mixture of the real and the unreal."

THE LAD WITH WINGS

By Berta Ruck, author of "His Official Fiancee" - - - $1.25

The love-story of a young British aviator at the outbreak of the war.

BIRDS' FOUNTAIN

By Baroness Von Hutten - $1.25

This new book will be eagerly looked for by the lovers of "Pam."

SERVANTS OF YOUTH

By E. Temple Thurston - $1.25

An idyllic comedy-romance, by the author of "The City of Beautiful Nonsense."

BLIND SIGHT

By Y. Benediall - - $1.25

A delicate, tender yet strong romance by a clever American author.

A PAIR OF SILK STOCKINGS

By Cyril Harcourt - - $1.25

A novelized arrangement of the play of the same name which has made such a striking success.

AN ENGLISHMAN IN THE RUSSIAN RANKS

By J. Morse - - - $1.35

The London Times proclaims this book as "Probably the most notable piece of war literature yet produced." The author, who enlisted with the Russian army, tells an unvarnished story of German atrocities. This should be one of the biggest books of the season.

WILLIAM BRIGGS
Publisher - TORONTO

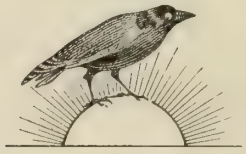
Start the New Year Right

Make a resolution to go after all the business in sight for loose-leaf systems. Get after the Doctors and Dentists, also the tradesmen in your district.

We can help you to build up a good, profitable business along this line. We have a special system for every profession and every trade.

All people who keep books will be interested in this modern, loose-leaf system.

Write us for particulars.



W. V. Dawson
LIMITED

Montreal Toronto Winnipeg

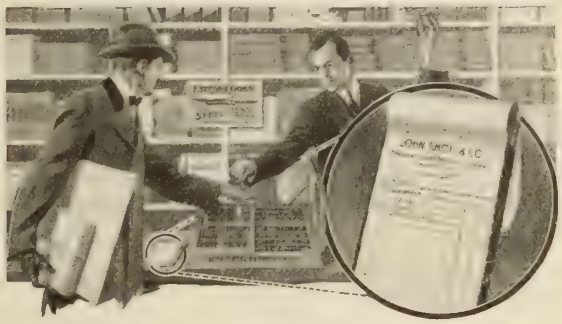
To insure satisfaction to your customers, and produce satisfactory selling results, handle

KENMARE LINEN FABRIC

NOTEPAPER, Plain
NOTEPAPER, Black Bordered
ENVELOPES
TABLETS
VISITING CARDS

Stocked in all standard sizes, shapes and colors.

SMITH, DAVIDSON & WRIGHT
LIMITED
Wholesale Stationers and Paper Dealers
VICTORIA and VANCOUVER, B.C.



He Came In to Buy Pens—He Went Out with Pens, Paper, Ink, Blank Books, Etc.

The salesman knew that if he used pens, he used ink, paper, pencils, etc.

One suggestion led to another, and the salesman increased his order from 75 cents to $4.15.

Stationers who appreciate the possibilities of thus developing one sale out of another realize what a tremendous influence an efficiently conducted pen department has on their entire business.

The most profitable pen departments are those that concentrate on one complete line, for these reasons: **You tie up less money in stock, save counter space, get maximum display, and make it easier for customers to buy.**

To assist dealers in concentrating, there are ten different sizes of Esterbrook Counter Display Cases.

Write us to-day for complete information.

Esterbrook Pen Manufacturing Co.
18-70 Cooper Street — Camden, N.J.

Esterbrook Pens "Easiest to sell!"

Our Import Announcement!

OXFORD Bibles
OXFORD Prayer and Hymn Books
OXFORD Poets (in many styles)
OXFORD Juveniles
OXFORD Standards on India Paper
OXFORD Bindings
OXFORD Travellers

What magic in the name!

Gale & Polden Military Text Books added to the WAR OFFICE list and **a fine list of new fiction** will make our traveller's visit productive of immediate profit to both you and us. All the other special features which made our samples so attractive to you last year will be in evidence.

May the war end in 1916 and your goodwill continue towards

The Canadian Branch of

The OXFORD UNIVERSITY PRESS,
TORONTO

HAVE YOU READ
PALMER'S WAR BOOK?

"MY YEAR OF THE GREAT WAR"

IS
THE
GREATEST
WAR
BOOK
OF
THE
YEAR

It has taken the country by storm.

The demand for it is phenomenal, making it decidedly the book event of the year.

MORE attention has been devoted to this book in the editorial columns of metropolitan newspapers than any other book of the year. Here is a typical paragraph:



FREDERICK PALMER,
Selected by Lord Kitchener to be the only accredited representative of the American Press with the British Forces.

"It will be the talk of every battalion in training in this country. It will be read and passed along from one reader to another and discussed wherever soldiers are. And not by soldiers only, but by the whole people, for here is a book such as Canadians have hungered for, a story of the war by one who has seen it, by one who knows how to describe what he has seen, and who makes no secret of the fact that his sympathies are with the Belgians, French and British, with whose armies he has been since the war began."

A Substantial Cloth Bound Volume

464 Pages

The chapter entitled *The Maple Leaf Folk* is alone worth the price of the book and it appeals in a peculiar way to every Canadian. Mr. Palmer was with the Canadian troops when they first entered the trenches.

The Author's story of the British Fleet will long live in the memory of every reader. With one exception he was the only correspondent permitted to visit the British Fleet.

Mr. Palmer is thoroughly Pro-British and we take off our hats to him for his *great, big, enthusiastic book.*

ON SALE EVERYWHERE WHERE BOOKS ARE SOLD

McCLELLAND, GOODCHILD & STEWART, Limited
PUBLISHERS 266-268 KING STREET WEST TORONTO

MG&S MG&S MG&S MG&S MG&S

PROFITABLE STAPLES FOR EVERY BOOKSELLER

THE BOSTON COOKING SCHOOL BOOK, by Fannie M. Farmer - - - - - - $2.00 net.
THE CARE AND FEEDING OF CHILDREN, by L. Emmett Holt, D.D. - - - - - 75c net.
SEXOLOGY, by W. H. Walling, D.D. - $2.00 net.
MANNERS, recommended by the Department of Education - - - - - - - 25c net.
BILLY SUNDAY, the man and his message, by Wm. T. Ellis, authorized edition - - - $1.00 net.
HURLBURT'S STORY OF JESUS, for young and old, by Rev. Jesse L. Hurlburt - - - $1.50 net
THE MODEL T FORD CAR, 1916 EDITION, by Victor W. Page - - - - - - $1.00 net.
THE MODERN GASOLINE AUTOMOBILE, by Victor W. Page - - - - - - $2.50 net.
QUESTIONS and ANSWERS, by Victor W. Page, $1.50 net.
AUTOMOBILE REPAIR MADE EASY (New), by Victor W. Page - - - - - - $3.00 net.
MODERN STARTING, LIGHTING and IGNITION SYSTEM (New), by Victor W. Page - - $1.50 net.
THE STANDARD DICTIONARY, indexed, Sheep, $12 net.
WEBSTER'S NEW INTERNATIONAL DICTIONARY, indexed, Sheep - - - - - $12 net.
THE BEDTIME STORIES, 10 VOLS., by Thornton W. Burgess - - - - - - 50c each.
The Famous MOVIE REPRINTS, list on application - - - - - - - 50c each.
MY YEAR OF THE GREAT WAR, by Frederick Palmer (8th edition) - - - - $1.50
THE SOUL OF THE WAR, by Phillip Gibbs - $1.75 net
BETWEEN THE LINES, by Boyd Cable (2nd edition) $1.35
THREE THINGS, by Mary Ship Andrews (5th edition) 50c.
SECRETS OF THE HOUSE OF HOHENZOLLERN, by Dr. A. Karl Graves - - - - $1.50 net
VIVE LA FRANCE by Powell - - $1.00 net
TACTICAL PROBLEMS, by Lieut.-Col. J. L. Needham - - - - - - $1.25 net
MACHINE GUN TACTICS, by Major R. V. K. Applin - - - - - - $1.25 net
SYLLABUS OF INFANTRY TRAINING, by Lieut.-Col. A. W. Hay and Capt. H. J. Horan - $1.00 net
COMPANY TRAINING, by Brig.-General R. C. B. Hacking - - - - - $1.75 net
SIMPLE TACTICAL SCHEMES, with solutions, by Capt. R. S. Waters - - - - - $1.50 net
AGENTS IN CANADA for Military publications of **Hugh Rees, London** - - - - -
BOY SCOUT DIARY, 1916. Canadian Agents for **James Brown & Son, Glasgow** - - - - -
DAILY MAIL WAR MAPS of All Fronts, 19 different maps of all fronts - Paper, 35c., Linen 75c.
CAMBRIDGE BIBLES. The Bandless Yapp Book, introduced last year, in all types and bindings, provides the trade with the most flexible bibles on the market—presenting the finest appearance and giving the best service.

WATCH CAMBRIDGE BIBLE SALES GROW



Greetings from the Big Three for 1916

We extend to the booksellers of Canada our best wishes that 1916 may be a thoroughly happy and prosperous year with them.

The encouraging Christmas trade reports from all parts of Canada augur well for the new year.

1915 was by far the best year in the history of this house and our plans are laid to make 1916 still greater.

We are going to keep on doing more business, because our lines will be more attractive than ever before, and good service will continue to be our watchword.

Watch for Early Announcements of New Books that will be Big Sellers.

Meanwhile make up an order for the "Bread and Butter" lines featured on this page.

McCLELLAND, GOODCHILD & STEWART, Limited

PUBLISHERS ∴ **266-268 King Street West** ∴ **TORONTO**

MG&S MG&S MG&S MG&S MG&S

THE COPP, CLARK CO., LIMITED.

TORONTO.

A MESSAGE TO THE TRADE

For the large measure of prosperity which has come to us from the booksellers of Canada in the year that has just been brought to a close, we wish to extend our thanks and appreciation and to express the hope that 1916 may bring the booksellers greater success than ever. Prosperity is back. The bookstores have had a particularly good holiday season. 1916 should be a banner year in the Canadian book trade.

To help you to realize that end, we have made arrangements to show lines representing leading British and American publishing houses as listed below, making a complete range that will afford opportunities that cannot be excelled for profitable bookselling.

T. C. & E. C. JACKS' Publications

BLACKIE & SONS
Splendid Juveniles, Brereton, Henty, etc.

LEOPOLD B. HILL'S
Dainty Gift Books.

DEAN'S RAG TOY BOOKS

WORKS OF HENRY VANDYKE
Cloth and leather.

THE NOVELS OF SIR GILBERT PARKER

ARTHUR CHRISTOPHER BENSON'S
Essays, including the new book "Escape."

RUDYARD KIPLING. COLLECTED VERSE.

REILLY & BRITTON'S Publications

JOHN C. WINSTON CO.'S
International Bibles.
Hurlbutt's Story of the Bible, etc.

BERNARD SHAW'S
Plays and Books.

JOHN GALSWORTHY'S
Novels and Plays.

HENRY ALTEMUS BOOKS
Young People's Library, Vade Mecum Series and Many New Books.

So much for a general forecast covering import lines,

NOW FOR IMMEDIATE BUSINESS

Here are books which you can sell in quantities. Order them, get behind them and MAKE MONEY.

THE ETERNAL MAGDALENE

By Robert H. McLaughlin

This is Robert H. McLaughlin's Great Emotional Novel, which deals with one of the pressing problems in the life of every town. It is a book which will create public discussion—a powerful drama of to-day; so new, so vividly truthful, that those who read it will say: "Yes, this is the truth; this is life itself."

Striking Picture Jacket—Cloth—$1.25

WOOD AND STONE
By John Cowper Powys, a remarkable New Novel $1.50

ROSE O' PARADISE
By Grace Miller White, author of "Tess of the Storm Country" $1.25

PERSUASIVE PEGGY
By Maravene Thompson, author of "The Woman's Law" $1.25

THE BENT TWIG
By Dorothy Canfield, author of "The Squirrel Cage" $1.35

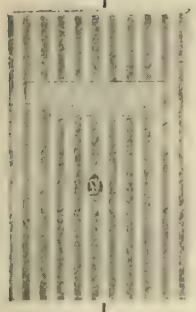
THE COPP, CLARK COMPANY, LIMITED

517 Wellington Street West **PUBLISHERS** **TORONTO**

SILK VELVET — SILK VELVET

A NEW WRITING PAPER

Kid Finish



Salisbury size Notepaper in quarter reams, per ream, $1.00.

Envelopes to match, packed ¼ M boxes, per M, $1.80.

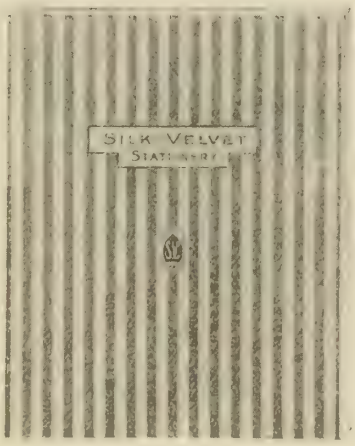
Envelopes to match, packed 100 in a box, per M, $2.00.

Regina size Notepaper, packed in quarter reams, per ream, $1.00.

Envelopes to match, packed in ¼ M boxes only, per M, $2.00.

Louvain size notepaper, packed in quarter reams, per ream, $1.50.

Envelopes to match, ¼ M boxes only, per M, $3.25.



SILK VELVET

Kid Finish



PAPETERIES

Salisbury, 24 sheets, 24 envelopes, $1.75 doz.
Regina, 24 sheets, 24 envelopes, $2.00 doz.
Louvain, 24 sheets, 24 envelopes, $2.00 doz.

POUND PACKETS

Salisbury notepaper, per 100, $16.
Envelopes to match, 75 in carton, per 100 cartons, $16.

TABLETS

8vo, 80c a doz.
4to, $1.60 a doz.
Salisbury, $1.50 a doz.

You can get a good start in selling tablets and papeteries so as to make a record this year, by immediately stocking a full assortment of this meritorious and profitable new Writing Paper in Papeteries and Tablets of different sizes.

Silk Velvet will appeal immediately, because it is a paper of especially good value—a high-grade paper to sell at a moderate price.

KHAKI—PATRIOTIC NOTE PAPER—Linen Finish

The design on the covers of both tablets and papeteries is handsomely embossed in two colors. They will instantly appeal to people when you show them, proving a profitable and ready seller. This is the greatest innovation in patriotic Writing Tablets and Papeteries yet submitted to the Canadian trade. Put in a good effective window display of this new line at your first opportunity. Order liberally, this is a line you should FEATURE VERY STRONGLY.

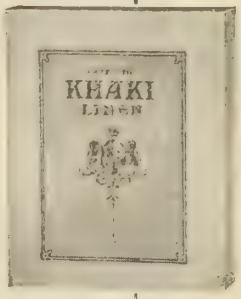
KHAKI WILL PROVE A GREAT MONEY MAKER FOR YOU.



Two sizes of Tablets
Quarto, $15 per 100
Octavo, $7.50 per 100.



Envelopes to match
$3.50 per 1,000
PAPETERIES
per 100, $16.50.



THE COPP, CLARK COMPANY, LIMITED

TORONTO

KHAKI — KHAKI

ALL READY FOR 1916

We have been appointed exclusive Canadian representatives by the Joseph Dixon Crucible Company, of Jersey City, N.J., for the sale of their

LEAD PENCILS **PENHOLDERS**
ERASERS and LUMBER CRAYONS

These products we will sell direct from the factory and for the convenience of the Canadian trade, we will carry a large stock in Toronto to take care of sorting orders.

The Dixon Crucible Company are one of the largest makers of pencils in the world. They own large cedar forests in Florida and also have their own graphite mines at Ticonderoga, N.Y.

We will have some very attractive propositions to offer the Canadian trade in these lines.

WE WILL CONTINUE TO CARRY

BIRN BROS.' Christmas cards, calendars, etc.

The Holman Bibles and Albums.

Trussell's Loose Leaf memos, diaries and price books.

The STANDARD line of school chalks and crayons, and our other lines which will be specially referred to in future issues.

THREE NEW AGENCIES

The Rose Company, Art Publishers, Philadelphia.

The National Envelope Company, Philadelphia, makers of "Fibrestok" and Red Fibre Filing Envelopes.

The Ideal Specialties Manufacturing Corporation, makers of Self-feeding Eye-letting Machines, "Uptodate" calendars and Improved Superior Paper Fasteners.

SCHOOL CHALKS AND CRAYONS



In addition to wax crayons which they have been manufacturing, the STANDARD CRAYON COMPANY, of Danvers, Mass., are now making their own school chalks, including Enameled and Dustless Brands, the Dustless in white and colors. They are using high-grade imported plaster in all these lines, assuring the highest quality.

We will have a very special proposition for the Canadian stationery trade in these goods.

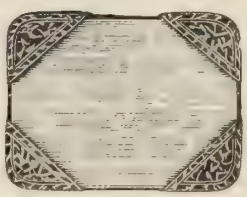
CRAYEL is put up in a five cent box and is most satisfactory for general school uses. This is the best wax crayon made.

ARTCO PASTEL put up in boxes it sells at 5c and 10c, providing the trade with a quality of crayon which for advanced color work on paper, and when used with water delicate water-color effects are produced. For blackboard work nothing can excel their beauty and brilliancy of colors. Artco Pastel Crayons are superior to the best French pastels.

CRESTLIGHT CRAYONS This brand, as now supplied, overcomes the objections to hydraulic pressed crayons. They mark freely, the colors are brilliant, and they do not smear. They are most durable. Rub and blur are entirely obviated in the use of Crestlight Crayons.



SMIGEL'S DESK PADS



This is the time of the year when everybody is renewing desk blotting pads. The range of blotting pads made by I. SMIGEL, of New York, includes numbers retailing at from 50c to $2 each.

The Special Attention of Stationers is drawn to the FLEXIBLE SUEDE BLOTTING PADS. They come in a number of beautiful colors, are well made and will lie perfectly flat on the desk. These pads retail at $1.50 each and we carry a stock in Toronto.

A. R. MacDOUGALL & CO., Limited, Canadian Representatives 266 King St. West, Toronto

GREETINGS TO CANADA
From BIRN BROS., London

"Good Luck, Prosperity To All"

The loyal support of Canada in sending soldiers to help fight the Empire's battles has induced us to pay even more than usual attention to the

1916 Dominion Series of Christmas Greeting Cards, Booklets and Calendars.

WAIT AND SEE THESE SAMPLES as well as our other lines which now have so strong a hold on the trade throughout Canada.

Our new factory, completed in 1915, gives us additional facilities, ensuring the best of service. These samples will be shown by our travellers in due course. Be sure to see them before you buy any holiday greeting cards or calendars this year.

LONDON
NEW YORK

BIRN BROS.

SYDNEY
TORONTO

Canadian Representatives:
A. R. MacDOUGALL & CO., Limited, 266 KING ST. WEST, TORONTO



Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by

IDEAL SPECIALTIES MFG. CORP.
NEW YORK

A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

ACTUAL SIZE



Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



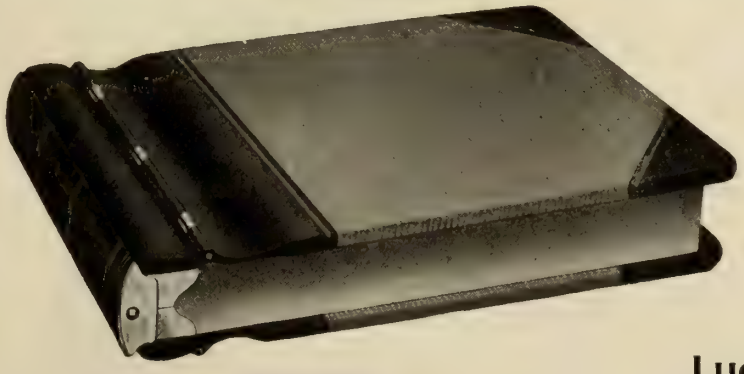
SEE THOSE PRONGS?



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.



STYLE GML

LUCKETT'S STERLING LINE LEDGERS

MADE IN CANADA and made RIGHT

In pushing your Ledger sales this month don't overlook our extensive line. We have six styles in a number of sizes and bindings. Prices range from $7.00 for a Complete Outfit up, all subject to our liberal Dealers' discount.

Our product is sold through the trade and is the only complete Loose-Leaf Line made by a Canadian company.

Catalog of Memos, Ring Books, Note Books, Post Devices and Ledgers sent on request.

LUCKETT LOOSE LEAF, LIMITED
215-219 Victoria St. Dept. S. Toronto, Ontario



Here's An Opportunity For You Mr. Merchant.

SUTCLIFFE'S BIG DRIVE.

Occasion Day Folders, Birth, Announcement Congratulation, Wedding Day, and Birthday Folders.

SACRIFICE PRICES CONTINUE Remembering the hundreds of birthdays every day every dealer cannot only increase his business by pushing the sale of birthday postcard folders and cards, but the same effort will mean more sales likewise of the different special occasion cards mentioned above.

THINGS DIFFERENT IN LIKELY THINGS, embracing catchy Folders and Cards, exquisite with fine sentiment, tasty design and for every occasion, are ready for you in $10, $15 or $25 ASSORTMENTS.

A saving of 25 to 50¢ is the inducement on clever goods. These prices are FOR QUICK CLEARANCE at SACRIFICE PRICES.

I WILL STAND BEHIND ALL OPEN ORDERS.

Unless otherwise advised, orders will run about **one-third Birthday, one-third assorted Different Occasions,** such as Wedding Day, W. D. announcement, Engagement—Golden Wedding — Silver Wedding—Your Day, Etc., Etc.—and **one-third of General Wordings**—Post Cards included, if specified. If more or less of certain lines are requested, we will act upon same, as each assortment is made nearly as possible to individual requirements as we can imagine.

FRAMED PICTURES

We offer at the same sacrifice prices a large assortment of Framed Pictures and Beautiful Mottoes with artistic frames, also a large assortment of the famous

CENTURY PRINTS

in attractive frames, subjects that never grow old, but endear with their age.

POSTCARDS

"Different" Postcards with messages that fit most appropriately and completely every occasion. With five-word written greeting and name of sender, postcards may be mailed for 1c. Impress this upon your customers

TIEINGS

Limited quantity of my famous Purple and Violet, Brown and Brown, and Blue and Blue Double Tieings. Regular 50c for 35c box. I stand behind open orders, and will be pleased to send an assortment on request.

ACT QUICKLY. BETTER WRITE TO-DAY.

Or tear this add out, tick amount—Sign name and address, we'll do the rest.

J. A. SUTCLIFFE

Successor to THE SUTCLIFFE COMPANY, and original owner of the above company

Nordheimer Bldg. TORONTO 77 York Street

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

JANUARY, 1916 Vol. XXXII—No. 1

STEPHEN LEACOCK, who is a serious-minded Professor of Political Science in McGill University, has an article in the January MACLEAN'S, entitled "After the War—Ruin or Prosperity." A sub-title is "A Fifteen-Year Prophecy."

* * *

Here are Extracts: "For those who can read them, signs of the Great Prosperity will be plain enough six months after the war is over. . . . Money will break over the country in a golden flood, pouring towards the West. The basis of the prosperity will lie in the outpouring of the European people to America—a migration such as the world has never seen. . . . More, in proportion, than to any other country, the emigrants will stream to Canada. Free land is the magnet of the emigrant. We have it still. Our three prairie provinces contain 50,000,000 acres of surveyed agricultural land still undisposed of, and 181,000,000 acres as yet not even surveyed. . . . In the year 1925 one million settlers will come to Canada. . . . The whole nation stands to gain, in terms of dollars and cents, by the rapid development of the West. . . . The tariff will bring in more money than it needs. . . ." and so on. Read the article in its entirety. It will convince you—make you an optimist, and—should make you an advertiser.

* * * * * *

The 1915 Crop—perhaps you are getting sick and tired of hearing this string played on morning, noon and night—as "Tipperary" was sung a year ago.

* * * * * *

But Canada's 1915 crop is abundant gold. It explains much. It is a basic cause of present prosperity. It has put the West on its feet again, galvanized it into a transformed West, and this in the short space of a few months.

* * * * * *

The 1914 Crop, in the matter of money, was Canada's best ever up to that time. 1915 topped 1914 figures by $250,000,000.

* * * * * *

Put it another way: by comparison, we had two years in one in 1915—or the Canadian farmers had. They are just one year ahead.

* * * * * *

Now, after two or three years of pinching, with much money in our pockets and assured good times ahead, we are SPENDING. This is human nature. Talk thrift as the economists will, the people with money in their pants and with their debts paid, will SPEND.

* * * * * *

Look at our railways. Cars, Cars, Cars—always more cars are wanted to haul the two-years-in-one crop. Three transcontinental lines, and all taxed to capacity.

Mr. Barron, Editor of *The Wall Street Journal*, a man of knowledge, facts and vision, says Canada will require more railways. He said, in Toronto, at a Canadian Club luncheon, that Canada will grow more in the next thirty years than any other part of the North American Continent has grown in an equal period.

* * *

Let this do for the railways. Now for the items of national trade, exports and imports, and bank clearings. Take bank clearings. Up to the end of September, our bank clearing figures, as compared with corresponding months of 1914, showed a decline. This decline, in percentage calculations, was as follows:

	%		%
January	18.9	June	19.8
February	18.5	July	23.2
March	10.1	August	3.06
April	14.5	September	7.06
May	18.8		

Then, beginning with October the minus becomes plus. The bank clearings for October were $799,764,253. An increase of $71,543,073 or 9.8%. The bank clearings for November were $905,649,481. An increase of $248,475,523 or 37.8%. Almost a billion dollars a month for November!

* * * * * *

Now for trade figures, as these relate to exports and imports:

	Twelve Months ending October 1913	1914	1915
IMPORTS—			
Total imports (mdse.)	$ 674,313,226	$ 514,585,964	$ 421,677,217
Duty collected	116,458,689	87,897,619	83,288,392
EXPORTS—			
Total exports (mdse.)	$ 429,927,951	$ 459,264,141	$ 550,548,074
AGGREGATE TRADE—			
Merchandise	$1,104,241,177	$ 973,850,105	$ 172,225,291
Coin and bullion	23,041,522	112,718,261	175,313,880
Total trade	$1,127,282,699	$1,086,568,366	$1,147,539,171

NOW, as a manufacturer or wholesale distributor, seeking an outlet in book and stationery stores throughout Canada, advertise in a good, strong manner in BOOKSELLER AND STATIONER, the national trade paper of Canada for these merchants, and thus win their favor for your proposition.



MAKERS OF

Cards, Envelopes, Blank Books and High-Grade Papeteries of all kinds in the largest stationery factory in the world.

Established Over One Hundred and Ten Years.

John Dickinson & Company, Limited

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington Street West

Specialty Selling Ideas for January

Some Tips on How to Accelerate Sales of Office Appliances — Linking Up Advertising With Window and Counter Displays

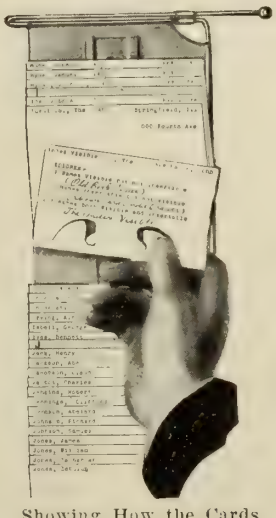
THERE are many items which would find a ready sale in stationers' shops were they only given a show. Think of the unlimited number of specialties there are, each of which can be depended upon to appeal to certain probable purchasers, providing, of course, that these items possess real merit. Consider the office specialty field alone. There are countless articles that are time-savers and space-savers, making them desirable for offices, in promoting efficiency and lightening the duties of the office staff.



Combination Holder for Stenographer's Note Book, Rubber Stamps and Pad.



Swinging Panel Card Index Holder.



Showing How the Cards are Inserted.

A few illustrations are given in this connection, as well as a list of articles which suggest themselves as suitable for specialized effort in enlisting the interest of the office man.

These could be grouped together for special displays, both inside the store and in the windows.

Newspaper advertising, co-operating with these displays and specially-directed efforts of the retailer and his sales assistants, to bring influence to bear upon most likely purchasers of one or more of the articles in question, would be a good programme for the dealer to take up immediately these suggestions come to his notice.



A Holder for Business Cards that makes a wide appeal.

ON USING CATALOGUES

On different occasions the suggestion has been offered to retailers in these columns, that it is most advisable to have some systematic filing system for catalogues, price lists, etc., of publishers, manufacturers and wholesalers, so that a hand may readily be placed on any one of them for reference. But it is not sufficient to simply file away these trade helps, to be dug out simply to clear up some point that may be in doubt or merely to get information required for some prospective customer for goods not in stock. True this is putting the catalogues to mighty good use, but they can be made far more productive as business producers if the dealer will make it a point to study these catalogues in search of ideas and information which he did not have before. Perhaps the best way to emphasize this is to cite the experience of one dealer who thus took up a catalogue of art materials. He came to a page dealing with "Temperine." This was "a new one on him," so he was particularly interested in reading about it and was surprised to learn that this white medium known as "temperine," when mixed with water colors, produces opaque color. As a matter of fact Tempera color has been used for centuries, first by the old masters in their fresco painting and later by modern masters in many forms of decorative work. It is very likely, in spite of that fact, that there are hundreds of other stationers who know little or nothing about it. Yet it is an item that should be in every stationer's stock along with other articles of merchandise which intending purchasers would naturally look for either at an art dealer's or a stationery store. Is there any good reason why the average stationer should not be a dealer in art supplies? Practically every dealer in stationery does sell art supplies to a greater or lesser degree. Then why shouldn't the stock of artists' supplies be reasonably complete in all these stores? Study the catalogues of the makers and wholesalers of art materials and many other ideas of a similar nature will suggest themselves.

This illustration will suffice to score the point as to the advisability on the retailer's part of becoming familiar with the contents of all catalogues which reach him having to do with the book and stationery business or lines associated with it.

The Maclean Publishing Company
LIMITED

JOHN BAYNE MACLEAN - - - - - - President
H. T. HUNTER - - - - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer
and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - - - - Manager

CABLE ADDRESSES
CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES
Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - Room 733, Old South Building. Phone Main 1024
Chicago - - A. H. Byrne, Room 607, 140 So. Dearborn St.
GREAT BRITAIN—
London - The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION
Canada, $1; United States, $1.50; Great Britain and Colonies, 4s. 6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Vol. XXXII. JANUARY, 1916. No. 1

WHAT OF 1916?

THERE is a great deal in getting a right start. Any man who has ever run any sort of a race knows that. The sprinter and the racer after business are in the same class in that particular. What chance is the dealer going to have in the January race for business if he spends half the month in resting after his great accomplishments in beating the previous year's record in the holiday season? Look forward, not backward! The retailers' job right now is to do his utmost to get the greatest possible volume of business this month. This leads us up to what we really want to talk about—staple lines. January should be as good as the average month in the "bread and butter lines" and with most merchants in the book and stationery business in Canada, January, 1916, should be better than any previous January because, the merchant who has in the past done as much business as he might easily have done, is a rarity. The reason for this is that there is not enough specialization in selling staples, whether books or items in the various other merchandise included in the stock of the typical bookstore in Canada.

For the purposes of illustrating the point, let us take as an example one of the creditable new books advertised in this issue of BOOKSELLER & STATIONER. The practice on the part of too many booksellers in the towns and smaller cities, is to have one copy of a book, just in case a call should come for it. Now, is that the way to make a business pay? Instead of adopting that course, the bookseller, after fully convincing himself as to the merits of the book in question, should bring these merits to the attention of people in his community whom he looks upon as possible purchasers. He should be able to size up the situation at least to the extent of assuming that twenty-five, a hundred, or more, copies of a certain book should be sold by him. Then his duty is clear—sell them! This method of merchandising applied all through his business will mean big increases in the sales of the most meritorious items and not the least beneficial circumstance will be that this policy will automatically leave the unprofitable goods out of consideration, to the great profit of the merchant, for many a retailer is now spending much time merely handling goods that do not really net him a living profit.

This is stock-taking time. Let the dealer take stock of his merchandising methods as well as his merchandise and the chances are that some of those methods will be "written off" and others substituted that will assure a more profitable business, month by month, this year and that a much more profitable condition of the business will be revealed when inventory time comes around again in January, 1917.

CANADIAN AUTHORS HEADING LIST

A gratifying fact that one gleans from perusing "best seller" statistics is that books by Canadian authors are heading the lists in Canada. Among the most popular works of fiction at the present moment are Sir Gilbert Parker's "The Moneymaster," Arthur Stringer's "The Prairie Wife," and L. M. Montgomery's "Anne of the Island." Stephen Leacock's "Moonbeams of the Larger Lunacy," are selling very briskly as, of course, all Leacock books do; and Agnes C. Laut's "Canadian Commonwealth," is selling as well as any non-fiction work with the exception of Palmer's "My Year of the Great War," which promises to establish a record. The same holds good with reference to the United States market, all the books named having met with a splendid success there. These two conclusions can be drawn: that Canada has a coterie of authors who are creating books that are big in every sense of the word; and that a prophet can now gain a share of credit in his own country.

* * *

Those who had the great pleasure of ever hearing Charles Dickens read any of his works will heartily concur in the statement that, had the great Victorian novelist elected to go on the stage instead of choosing literary pursuits, he would have made fully as good an actor as novelist. In the last number of the *Cornhill Magazine* Thomas Plowman tells most interestingly of an occasion when he had the pleasure of hearing Dickens read. It was at Oxford, the occasion having been specially arranged so that the Prince of Wales (King Edward VII.), who was attending the University at the time, would have this opportunity of hearing the great novelist. Mr. Plowman says: "I was only a small boy at the time but

the remembrance of that night will remain with me as long as memory lasts. The reading consisted of 'The Christmas Carol' and 'The Trial' from 'Pickwick.' I can still see in my mind's eye, the great novelist, with an ivory paper knife in his hand—the one accessory he allowed himself—seated at a little desk unfolding that exquisite story, wondrous in its humor and pathos, as we listened spellbound. At one moment I was in tears, at another convulsed with laughter. I can never forget how wondrously he brought out every little point and every detail; it seemed such a revelation of the author's mind and his dramatic power. He had histrionic as well as literary genius and would have been a great actor had he elected to devote himself to the stage instead of literature. He had his audience in the hollow of his hand from start to finish and he had disappeared from the platform before we were sufficiently recovered to give way to our pent-up enthusiasm and call him back to receive it. 'The Trial' from Pickwick formed the second part of the programme, and, enjoyable as it was to listen to the rendering of so delightful a piece of unbridled comedy from the lips of the author himself my mind was too full of 'The Christmas Carol' to find room for much else. It is almost unnecessary to say that the Prince conveyed to Dickens in gracious terms the great enjoyment he had derived from his efforts. I afterwards heard Dickens read the story of Little Dombey and Mrs. Gamp and appreciated them to the full but it is the 'Carol' that stands out in my mind as the masterpiece of elocutionary feeling."

* * *

New York is the Mecca of the writing fraternity, this extending to Canadians as well as Americans. The happy, or unhappy mortal, who feels the impulse to write and to find recognition and remuneration for what he writes, has a longing to try his fortune in what O'Henry has called "little old Bagdad on the subway." There it is that the great opportunities lie, equally for fame and failure. Many Canadians have responded to the lure. Some have come back wiser, perhaps sadder. Others, like Arthur Stringer, Arthur MacFarlane and Harvey O'Higgins, who, as all will remember, went to Gotham together, have made a marked success. The number who have hammered at the portals of literature and art on the top doorstep which is labelled New York, is larger than one would suppose. There have been lapses of time in the earlier careers of many Canadians now engaged in the hardware business or law or real estate, sensible, steady, dollars-and-cents people,—lapses which are not easily accounted for. Track them down and the trail will lead to New York—music, painting or letters, anyone of the three, having been the magnet.

To such as these, the changes that have come over New York of recent years is a matter of deep concern. The old New York is no more. Nearly every district has changed in character. Lower Fifth Ave., once the centre of the book publishing world is now degraded to commerce——and commerce of a sort. The old haunts are vanishing or taking on a new tone. The bohemian restaurant of another day is now an eating house for store clerks. But there is one oasis of stability—a street or two grouped around Washington Square, where artists and some writer folk still hold the fort against the aggressiveness of business and poverty. It is right in O'Henry land—and there is many a Canadian who will feel it a personal loss if the flood of change ever sweeps over this quaint old corner of Bohemia.

* * *

The opening of a national theatre at Ottawa—the gift of the Government—is a red letter event. It may mean that the impulse toward a national drama—still little else but an impulse—will receive an impetus. Canada abounds in dramatic color. There is the material here for a drama as distinct as Ibsen's. So far we have lacked the dramatists or at any rate the New York producers have failed to respond to the efforts of our mute, inglorious Shakespeares. Perhaps the new theatre, where Canadian plays by Canadian playwrights are to be produced by Canadian players—that last somehow or other has an ominous sound; it whispers 'amateurs'—will help things along.

* * *

Seriously though, there is no reason why Canada should not develop a national drama. If Stephen Leacock should turn from letters to the stage as Barrie did—then let Shaw look to his laurels (if the critics have left him any)! Look over the list of authors that Canada now boasts sufficiently masterful and versatile to justify the assertion that they could write plays if they would turn to the task—Parker, Stringer, Connor, Service, MacFarlane, Duncan, O'Higgins, Sullivan. And then, of course, there is the chance, the vast unlimited chance, of unknown dramatists being fished to the surface by the liberal length line of the National Theatre.

ON HOUSEHOLD SCIENCE

THE annual period when people get away from what may be styled "legitimate" book buying, is over for another year. There is a vast difference in buying books as gifts for others and volumes for one's own library or to serve some particular interest in life. In the weeks just before Christmas there are vastly more books sold than at any other time of the year but they include a comparatively small percentage of publications in serious questions having to do with the every day pursuits of life. For instance consider the question of "Household Science.' There undoubtedly were some titles com-

ing under this classification, represented in "Books for Christmas," but all of them that figured in the great annual book presentation carnival, would include but a meagre representation of the books in print coming under this heading. For that reason, books on this and other subjects similarly passed over in the Christmas book trade, may be expected to get some attention in January when life gets back to a workaday basis.

Let us consider, briefly, then, some of the new books on "household science" that have recently been put out by the publishers:

"The School in the Home," is a creditable book, by A. A. Berle, of which a revised edition has just been published. It comprises a series of talks with parents and teachers on intensive child training. "Short Talks with Young Mothers," by Charles G. Kerley, also a revised edition, has to do with the management of infants and young children. "The Baby's Rights from Birth to the Third Year," lists some of the best books for mothers and nurses. "The Science of Home Making," is a text book in home economics by Emma E. Pirie. Columbia University is responsible for the issuance of "A Survey of Your Household Finances," by Benjamin R. Andrews. An attempt to solve the domestic labor and capital question is the ambitious effort of Mrs. Mary S. H. Pattison in "Principles of Domestic Engineering or the "What, Why and How of a Home." "The Belgian Cook Book," edited by Mrs. Brian Luck, adds to the variety of printed suggestions for the delectation of the inner man as does Marie B. Rosicka's "Bohemian-American Cook Book" and "Dame Curtsey's Book of Salads, Sandwiches and Beverages," by Ellye H. Glover, this latter book providing a wealth of practical recipes for informal entertainments. There is also the creditable book by Linda H. Larned, "One Hundred Picnic Suggestions." Information and suggestions suitable for table decorations and entertainment of guests at indoor gatherings are provided in Adele Mendels's "Indoor Merry-Makings and Table Decorations." "Quilts; Their Story and How to Make Them," by Marie D. Webster, deals with the history and pleasant sentiment connected with quilts, in addition to practical information as to how to make them.

We do not attempt to cover the complete list of publications that have recently been put out dealing with the general subject of "Household Science," but these references indicate their variety and scope.

Every householder may study with profit the various standard books on Household Science, including some of these new books and gain knowledge approximately in value to that which would be obtained by spending a greater sum for a domestic science course. Any bookseller will be able to suggest or get expert information about books of a meritorious character dealing either comprehensively with subject in hand, or particularly, with its different phases.

WHY EXEMPT CIVIL SERVANTS?

THE following was clipped from the question and answer column of a Canadian newspaper:

"There is no garnisheeing of wages of employees of the Dominion Government railways, but the Minister of Railways will not tolerate the non-payment of debts by employees, and on any such complaint being made to him the employee is warned and informed that he must either pay up or resign. It sometimes happens, of course, that a bill may be disputed, and the department does not undertake to settle disputes, but where there is no dispute or where judgment has been given no employee of a Government railway is permitted to evade his obligations by reason of the fact that the Garnishee Act does not apply to Government employees."

While it is very encouraging to know that the Minister of Railways will not countenance employees in his department shirking their just debts, nevertheless, it is difficult to understand why Government civil servants cannot be held responsible for their debts the same as other human beings in Canada. This is a bit of class legislation which should be worked off the Statute books. Are Government civil servants so constituted that they should have a different code of morals from other people? Is it right and proper that they can contract a debt and not have their wages subject to garnishee as other people?

This is a change for which retail associations all over the country should keep pounding away until a reformation is affected. The principle of the thing is entirely wrong and there should be no place in a free country like Canada for such legislation.

STOPPING THE PEDDLER

IT will be interesting to the trade to know that the county of York, Ontario, is putting through legislation to compel peddlers to pay a $300 annual license. Already the second reading of the by-law has been passed and it is only a matter of time until every peddler in York County will have to pay $300 a year to peddle his wares in competition with local trade.

It is believed this will put an end to the small army of peddlers who frequent the roads of York. Naturally peddlers coming into a county can sell goods cheaper than the retail trade because they have little or no taxes to pay and very few of the overhead operating expenses which are included in the list of every retailer. Such expenses too, go to the maintenance of the community in which the retailer is located. At the same time the peddler does not give the service of the merchant who is ready and willing at all times to supply his customers with all their requirements.

Live News of the Stationery Trade

Intelligence Gleaned From All Parts of the Dominion—New Firms Established

Miller's five and ten cent store at Fort Frances, Ont., was destroyed by fire on Dec. 30.

Campbellford, Ont., Dec. 16.—J. A. Burke has purchased Lee's book and stationery business. To supplement this line they have taken the agency for the United Cigar Stores Ltd.

New items added to Canadian made stationery, are flexible desk blotting pads stoutly made of felt with leather corners, these being made by the Copp, Clark Company in the two sizes which have become standardized in the trade.

Price Advances.—Owing to advances in the price of steel and wire, certain United States manufacturers have announced an advance of five per cent. in prices taking effect January 1, applying to different articles made of steel and wire as sold in stationery stores.

Charlottetown, P.E.I., Dec. 20.—In October, The Maritime Stationers, Ltd., purchased the stationery business of G. E. Ritchie of that city. The lease of the Ritchie store was sold to a new firm opening in the jewelery line and the Ritchie business has been merged with that of the Maritime stationers.

Moose Jaw, Sask., Dec. 3.—There is a prospect of an Iowa firm manufacturing fountain pens, establishing a Canadian branch in Moose Jaw. The company is reported to have decided upon establishing a branch factory in Western Canada and Moose Jaw is hot on the trail of this industry.

Vernon, B.C., Dec. 29.—A window display contest was held in the holiday trade season. The Good Stationery Co., had a notable entry, showing an interesting miniature city of Vernon. It is hoped that additional particulars will come for publication in the February issue together with results of the judge's decision.

Moose Jaw, Sask., December 10. Secretary McMillan of the Board of Trade, is in touch with an Iowa company manufacturing fountain pens who are considering the advisability of establishing a branch factory somewhere in Western Canada. Mr. McMillan announced that this firm controlled the Canadian patent of a new type of fountain pen.

Vancouver, B.C., Dec. 16.—At the conference of cabinet ministers in Victoria to-day the question of the standardization of school books was under discussion, when the following were appointed on the committee for the western provinces named: British Columbia, Dr. Robertson; Alberta, Mr. John Ross, chief inspector for the province; Saskatchewan, D. P. McColl, superintendent of education; and Manitoba, Dr. Fletcher, minister of education.

Copp, Clark Co., Staff Changes

George Smithers, who has represented the Copp, Clark Co.'s book department in the West and other localities, has been transferred to the Maritime Provinces and will carry both book and stationery lines. E. S. Fowkes will cover Toronto, Montreal, Ottawa and other large centres in Ontario for the book department, while the other towns and cities will continue to be looked after by M. Ritchie. Mr. Fowkes will also cover Winnipeg and other large cities in the West, through to the Coast.

Business Good at the 'Peg

War Has Stimulated Reading, Says Lisgar L. Lang—Book Business Exceedingly Good

The following reports are reproduced from a large number of interviews published in the Winnipeg Free Press, covering different trades:

War Stimulates Reading Public

Lisgar L. Lang, head of the Russell, Lang and Company Ltd., who has been 28 years in the book business in Winnipeg, said: "It is now universally acknowledged that books are most suitable for Christmas gifts. The war has very much stimulated reading generally, with the result that the book trade is very good. I am glad to say that we are living up to our shop slogan, 'The intensely busy book shop.' Not only city trade, but the mail order is exceedingly good."

* * *

Doing Fairly Well Says News Agency

The Western News Agency has had a good average year in its business of furnishing the public with books, papers and magazines. "Of course," said E. M. Smith, the manager, "we can't touch the bumper years of 1912 and 1913, but on the average we have done fairly well."

* * *

Fifty Per Cent. Ahead of Last Year

Mr. Strain, of Strain's, Ltd., reports business as 50 per cent. better than last year, and increasing so rapidly that the holiday business of 1913 will probably be surpassed. An evidence of the optimistic feeling of the country is the big mail order business in kodaks of the best grade flowing in to this house from all points in the west. The holiday buying started earlier this season by at least a week, and is gaining in volume day by day.

* * *

Photographic Business Shows Big Improvement

"Our Christmas business will be on a higher plane than that experienced in the palmiest of days during the booms," declared N. F. Calder, manager of the Duffin company, photographic supplies. Mr. Calder states that while the photographic business was hit extremely hard by conditions consequent upon war, the situation gets more satisfactory each week, and there has been a consistent improvement in business right on since last August. The wholesale business has been particularly brisk of late, and one very encouraging sign is the increasing business being done in the country. "Yes, this is going to be a busy Christmas for us, but we shall be delighted to experience it," Mr. Calder added.

* * *

Book Business is Better

Interview at Port Arthur, by The Chronicle, of that city, Thomas Allen, of the McLeod & Allen publishers, Toronto, said that if his business is any indication Canada is rapidly coming back to her former prosperity. His reports from the West are especially cheerful.

* * *

McClelland, Goodchild & Stewart have been appointed selling agents for Canada for Geographia of London, who publish the war maps of the London Daily Telegraph, of which there are now nineteen, covering all the different fronts.

Serving King and Country

S. B. Watson, manager of the Canadian branch of Thomas Nelson & Sons, is on leave until the end of the war having joined the colors as lieutenant with "A" Company of the 126th (Peel) Overseas Battalion. He is at present stationed at Brampton where "A" company is training.

Beginning Jan. 1st James Renwick assumed charge of the business.

C. M. Rogers and W. A. D'Eye will continue to represent the firm in Ontario and the Eastern Provinces. Mr. Renwick will combine the Western journey with his supervision of the office. The latest addition to the indoor staff is E. Frank Miller, lately with Miss M. Poole of Montreal. He will be responsible for the trade and shipping departments.

Jack McClung, son of the Manitoba authoress, Mrs. Nellie McClung, has joined the 55th University Corps at Winnipeg, and is training for the front.

Toronto, Jan. 1st.—Homer Tanner of the travelling staff of the Copp, Clark Co., covering the ground from Toronto to the end of steel in Northern Ontario, and west as far as Sault Ste. Marie, has resigned his position with that firm to join the colors.

Mr. Tanner is succeeded on the Copp, Clark staff by Norman Holland who had been a capable member of the staff of city travellers representing this house. J. Herbert Warren, of the warehouse staff, takes the post made vacant by the promotion of Mr. Holland.

DEATH OF T. A. STAUNTON

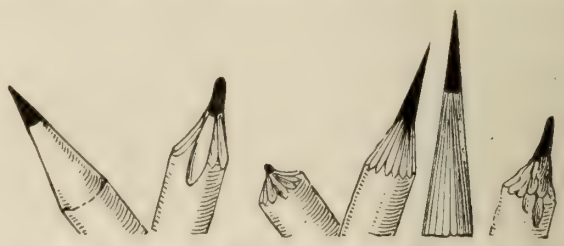
Toronto, Dec. 28th.—This city has lost one of its representative business men in the death of T. A. Staunton, head of the wall-paper manufacturing concern of Staunton's Limited.

His business life had been a strenuous one. He was little more than 15 years of age when he entered the employ of M. Staunton & Co., founded by the late M. Staunton, sr., now over 50 years ago, and for many years conducted by the late M. Staunton, jr. It was not long till Mr. Staunton took over the burden of management. In 1899 he with his brother, E. G. Staunton, was admitted to partnership, which continued until the old firm was converted into a limited company under the present title, with M. Staunton as president and T. A. Staunton as vice-president and manager. Under his wise and careful guidance the business grew rapidly, until it assumed its present proportions. In 1902 Mr. Staunton succeeded to the presidency of the company.

A few months ago it became evident that his health was not as usual, but it was not till recently that his condition caused real anxiety.

CHARACTER IN LEAD PENCILS

Scientific investigators of child-life tell us that in no way do boys or girls reveal their traits more than in the manner in which they sharpen their lead pencils. Here is



Pencil-sharpening as a revelation of character

seen whether a child is impulsive, destructive, wasteful, impatient, criminal, or easy-going, artistic, considerate, economical, thoughtful or careful.

The child who gouges out great pieces from the sides of his pencil shows impulsiveness and generosity. If he breaks off a chunk with his finger nails, he shows destructiveness and an utter disregard of the feelings and rights of others. Should he smooth his pencil down to a long point, he shows an artistic temperament and a considerate disposition. If he cuts his pencil off in a stub, he shows economy, carefulness and quickness.

In fact, the way children sharpen their pencils is a very clear indication of what sort of men and women they are likely to be.



A Show Case Display Suggestion.

GOOD ADVERTISING

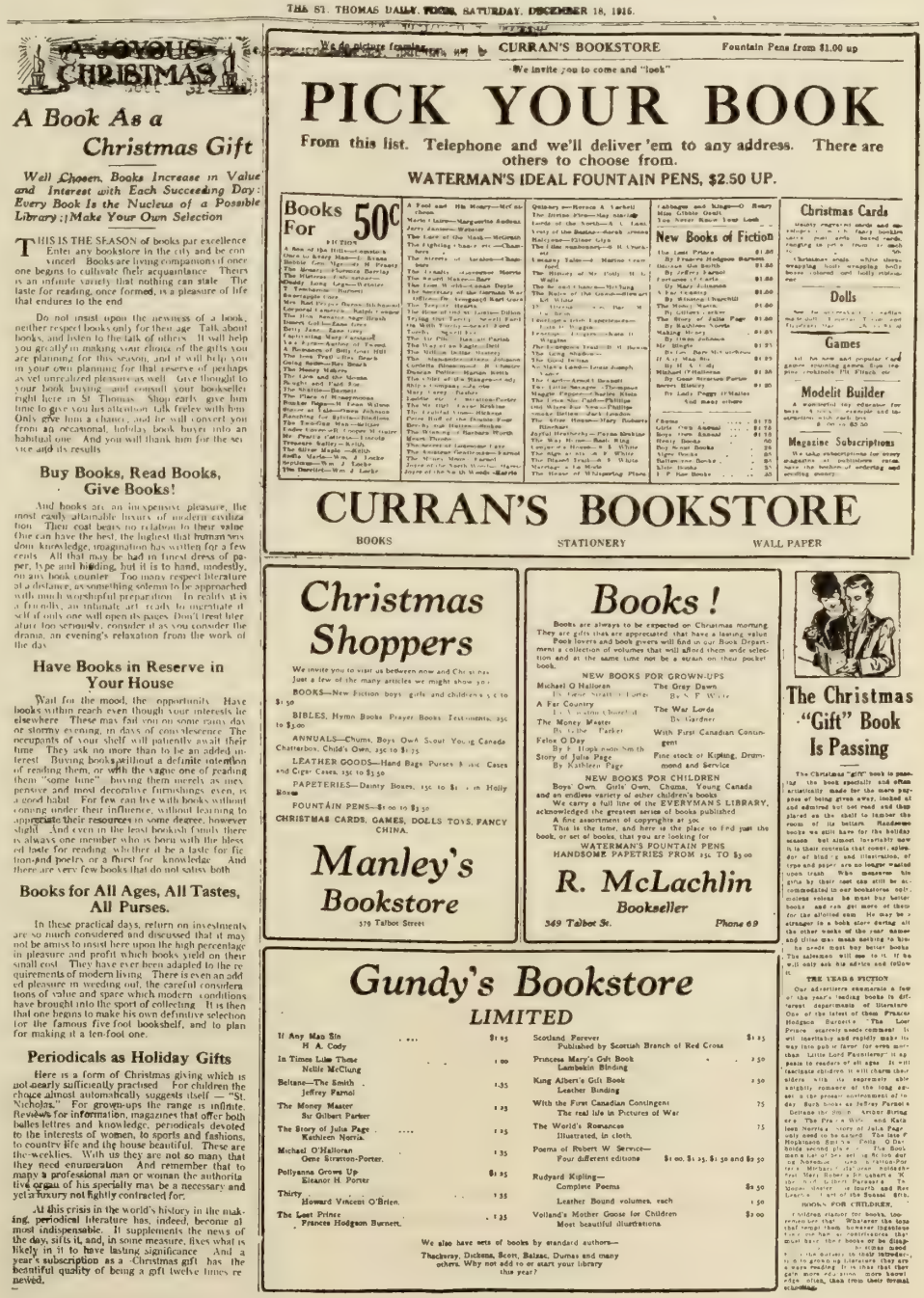
THE idea embodied in the book advertisements in the November issues of "Bookseller and Stationer" and "The Booklover," as will be seen by the accompanying reproduction of a page from a St. Thomas paper was successfully adopted for the newspaper advertising of books for Christmas by the booksellers of that city.

In St. Catharines, Ont., Greenwoods' Library Stationery Shop did some very good holiday advertising. One composite advertisement set forth in an effective manner the various lines carried. The advertisement led off with books and included good attention to these other goods: seals, tags and stickers, calendars, private greeting cards, decorations, note paper, leather goods, photo frames, ebony goods, toilet sets and smokers' sets. A wide variety of gift suggestions were interestingly set forth under these different divisions.

In Toronto, the advertisements of Britnell's Bookstore were among the most prominent in the newspapers and were exceptionally creditable in the display arrangement as well as the convincing argument presented in favor of buying books for Christmas at Britnell's Bookstore.

Among the liberal advertisers in the Christmas season was Brown's Bookstore, of Collingwood. One advertisement occupying two columns of the newspaper, set forth "books as ideal gifts for Christmas" in a most effective manner, the treatment of the different branches of literature being well divided embracing new copyrighted books, annuals and boys' and girls' books. Reprints of copyrights, Bibles, new books on the war and a special offer in personal Christmas greeting cards at $1.50 a dozen, with a choice of twenty designs to choose from.

The Editor of the New York Economist, Francis W. Hirst, has written a book entitled "The Political Economy of the The War." It deals with the cost of war, its effect on trade and exchanges, methods of taxation and borrowing, forced labor, indemnities, debts, sinking funds, the growth of armaments, and with estimated cost and probable consequences of the conflict.



THE ST. THOMAS DAILY TIMES, SATURDAY, DECEMBER 18, 1915.

A JOYOUS CHRISTMAS

A Book As a Christmas Gift

Well Chosen, Books Increase in Value and Interest with Each Succeeding Day: Every Book Is the Nucleus of a Possible Library :: Make Your Own Selection

THIS IS THE SEASON of books par excellence. Enter any bookstore in the city and be convinced. Books are living companions of once one begins to cultivate their acquaintance. There is an infinite variety that nothing can stale. The taste for reading, once formed, is a pleasure of life that endures to the end.

Do not insist upon the newness of a book, neither respect books only for their age. Talk about books, and listen to the talk of others. It will help you greatly in making your choice of the gifts you are planning for this season, and it will help you in your own planning for that reserve of perhaps as yet unrealized pleasure as well. Give thought to your book buying and consult your bookseller right here in St. Thomas. Shop early, give him time to give you his attention, talk freely with him. Only give him a chance, and he will convert you from an occasional, holiday book buyer into an habitual one. And you will thank him for the service and its results.

Buy Books, Read Books, Give Books!

And books are an inexpensive pleasure, the most easily attainable luxury of modern civilization. Their cost bears no relation to their value. One can have the best, the highest that human wisdom knowledge, imagination has written for a few cents. All that may be had in finest dress of paper, type and binding, but it is to hand, modestly, on any book counter. Too many respect literature at a distance, as something solemn to be approached with much worshipful preparation. In reality it is a friendly, an intimate art, ready to ingratiate itself if only one will open its doors. Don't treat literature too seriously, consider it as you consider the drama, an evening's relaxation from the work of the day.

Have Books in Reserve in Your House

Wait for the mood, the opportunity. Have books within reach even though your interests lie elsewhere. These may fail you on some rainy day or stormy evening, in days of convalescence. The occupants of your shelf will patiently await their time. They ask no more than to be an added interest. Buying books without a definite intention of reading them, or with the vague one of reading them "some time," buying them merely as inexpensive and most decorative furnishings, even, is a good habit. For few can live with books without coming under their influence, without learning to appreciate their resources in some degree, however slight. And even in the least bookish family there is always one member who is born with the blessed taste for reading, who thirst for knowledge. And there are very few books that do not satisfy both.

Books for All Ages, All Tastes, All Purses.

In these practical days, return on investments are so much considered and discussed that it may not be amiss to insist here upon the high percentage in pleasure and profit which books yield on their small cost. They have ever been adapted to the requirements of modern living. There is even an added pleasure in weeding out, the careful considerations of value and space which modern conditions have brought into the sport of collecting. It is thus that one begins to make his own definitive selection for the famous five foot bookshelf, and to plan for making it a ten-foot one.

Periodicals as Holiday Gifts

Here is a form of Christmas giving which is not nearly sufficiently practised. For children the choice almost automatically suggests itself — "St. Nicholas." For grown-ups the range is infinite. Reviews for information, magazines that offer both belles lettres and knowledge, periodicals devoted to the interests of women, to sports and fashions, to country life and the house beautiful. These are the weeklies. With us they are not so many that they need enumeration. And remember that to many a professional man or woman the authoritative organ of his specialty may be a necessary and yet a luxury not lightly contracted for.

At this crisis in the world's history in the making, periodical literature has, indeed, become almost indispensable. It supplements the news of the day, sifts it, and, in some measure, fixes what is likely in it to have lasting significance. And a year's subscription as a Christmas gift has the beautiful quality of being a gift twelve times renewed.

CURRAN'S BOOKSTORE — Fountain Pens from $1.00 up

"We invite you to come and "look"

PICK YOUR BOOK

From this list. Telephone and we'll deliver 'em to any address. There are others to choose from.

WATERMAN'S IDEAL FOUNTAIN PENS, $2.50 UP.

Books For 50c

FICTION

A Son of the Hills—Comyns Carr
Bobbie Cam—Marjorie H. Pearce
The Money Master—Lawrence Barclay
The Mistress of Shenstone—Wodehouse
Muddy Lung Legs—Webster
The Treasure Tunnel—Burnett
Sweetapple Cove—
Mrs. Red Pepper Buries Hatchet—
Corporal Cameron—Ralph Connor
The Trey o' Hearts—Sapp-Brush
Unseen Gold—Esme Stuart
Betty Zane—Zane Grey
Captivating Mary Carstairs—
The Kingdom Round—Farmer
A Romance of Billy Goat Hill—
The Iron Trail—Rex Beach
Going Some—Rex Beach
The Money Makers—
The Love and the Means—
Thought and Fact—Fox
The Shuttle—Burnett
The Place of Happiness—
Pointed Pieces—H. Irving Hancock
Pierre of Plains—Pierre Johnson
Rambling by Rivers—Hutchinson
The Bowling Man—Hutchinson
Under Crown—G. Cooper Whitney
Mr. Pratt's Patients—Locke
Treasure Valley—Raine
The Silver Maple—Smith
Stella Maris—Wm. J. Locke
Septimus—Wm. J. Locke
The Rector—Wm. J. Locke
A Fool and His Money—McCutcheon
Marie Laloue—Marguerite Audoux
Jerry Junior—Webster
The Lure of the Mask—McGrath
The Fighting Chance—Chambers
The Streets of Ascalon—Bindloss
The Trouble Shooter—Norris
The Secret Man—Burt
The Lost World—Conan Doyle
The Secret of the Swamp—Wadsworth
Officer 666—Augustus Post Train
The Temple Bells—
The Rose of the Old Law—Dillon
Trying Out Percy—Merrill Ford
Up With Timothy—Merrill Ford
Tooth—Merrill Ford
The Lit Pilot—Hancock Pariah
The Next of Kin—Bell
The Million Dollar Mystery—
The Mandolin Serenaders—Johnson
Lucretia Rinaldini—R. Chetwynd
Duncan Polite—Marion Polk
The Thief of the Management—
Billy's Company—Wynne
Mary Carey—Parker
Leather Pig—Merriman-Porter
The Mystic Taper—Kirkline
The Faithful Hour—Hickens
Peter Ruff of the Double Four—
Brenda Has Horses—Hoskins
The Winning of Barbara Worth—
Green Timber—
The Secret of Lonesome Lake—
The Amateur Gentleman—Farnol
The Money Moon—Farnol
Jewel of the North—Hume-Hayes
Joyce of the North Woods—Hardy

Obituary—Horace A. Vachell
The Divine Fire—May Sinclair
Lords of the North—A. T. Quiller-Couch
Story of the Bodies—Sarah Grand
Rahtzevar—Elinor Glyn
The Lone Adventurer—G. H. Chatterton
Treasury Tales—E. Marlow
The History of Mr. Polly—H. G. Wells
Kabbala—
The Second Chance—Hichens
The Rajah of the Golden Heart—
Left Wing—
The Invisible Foe—
Dialogues with Passers-by—
Pastor Hall—Douglas
Pendragon—Hopkinson Smith
Magazine
The Romance Treasure of Nevada—
The Living Shadow—
The Good Indian—
No Man's Land—Louise Joseph
Sir Mark—
The Captain—Arnold Bennett
The Little Savage—Thompson
Maggie Pepper—Isabel Ecclestone Mackay
The Love Nest—Phillips
Lord Where Are You?—Phillips
Smoke Bellew—Jack London
The Other House—Mary Roberts Rinehart
Joyful Heathenry—Percy Brebner
The Way Home—Basil King
Conjure's House—S. E. White
The Man of the Hill—A. P. White
The Planet Trader—S. E. White
Marriage—H. G. Wells
The House of Whispering Pines—

New Books of Fiction

The Lost Prince — $1.00
By Frances Hodgson Burnett
Uncle Sam Smith — $1.00
By Jeffrey Farnol
Fortunes of Garia — $1.00
By Mary Johnston
A Far Country — $1.00
By Winston Churchill
The Rebel Maid — $1.00
By Gilbert Parker
The Story of Julia Page — $1.00
By Kathleen Norris
Making Mirabel — $1.00
By Irene Johnson
Mr. Wright — $1.00
By Geo. Barr McCutcheon
If Any Man Sin — $1.00
By H. A. Cody
Michael O'Halloran — $1.00
By Gene Stratton-Porter
Rudyard Kipling's Verse — $2.00
Inclusive Edition
Poems of Robert W. Service — $2.00
Complete Edition

Christmas Cards

Dolls

Games

Modelit Builder

Magazine Subscriptions

CURRAN'S BOOKSTORE

BOOKS — STATIONERY — WALL PAPER

Christmas Shoppers

We invite you to visit us between now and Christmas. Just a few of the many articles we might show you:

BOOKS—New Fiction, boys' girls' and children's 25c to $1.50

BIBLES, Hymn Books, Prayer Books, Testaments, 25c to $5.00

ANNUALS—Chums, Boys' Own, Scout, Young Canada, Chatterbox, Child's Own, 25c to $1.25

LEATHER GOODS—Hand Bags, Purses, Card Cases and Cigar Cases, 25c to $5.50

PAPETERIES—Dainty Boxes, 15c to $1.00 in Holly Boxes

FOUNTAIN PENS—$1.00 to $5.50

CHRISTMAS CARDS, GAMES, DOLLS, TOYS, FANCY CHINA.

Manley's Bookstore

370 Talbot Street

Books!

Books are always to be expected on Christmas morning. They are gifts that are appreciated that have a lasting value. Book lovers and book givers will find in our Book Department a collection of volumes that will afford them wide selection and at the same time not be a strain on their pocket book.

NEW BOOKS FOR GROWN-UPS

Michael O'Halloran — The Grey Dawn — By B. P. White
A Far Country — By Winston Churchill — The War Lords — By Gardner
The Money Master — By Gilbert Parker — With Pure Canadian Contingent
Felix O'Day — By F. Hopkinson Smith — Fine stock of Kipling, Drummond and Service
Story of Julia Page — By Kathleen Norris

NEW BOOKS FOR CHILDREN

Boys' Own, Girls' Own, Chums, Young Canada and an endless variety of other children's books.

We carry a full line of the EVERYMAN'S LIBRARY, acknowledged the greatest series of books published.

A fine assortment of copyrights at 50c.

This is the time, and here is the place to find just the book, or set of books, that you are looking for.

WATERMAN'S FOUNTAIN PENS

HANDSOME PAPETRIES FROM 25c TO $3.00

R. McLachlin Bookseller

349 Talbot St. — Phone 69

The Christmas "Gift" Book Is Passing

The Christmas "gift" book is passing. The book specially and often artistically made for the mere purpose of being given away, looked at and admired but not read and then placed on the shelf to take the room of its betters. Handsome books will still be for the holiday season but almost invariably now it is their contents that count, splendor of binding and illustrations, of type and paper are no longer wasted upon trash. Wise mothers who give by their next can still be accommodated in our bookstores only, mothers whose be must buy better books and can get more of them for the allotted sum. He may be stranger to a book store during all the other weeks of the year namely and the man who says nothing to him he needs most buy better books. The salesman will see to it. If he will only ask his advice and follow it.

THE YEAR'S FICTION

Our advertisers enumerate a few of the year's leading books in different departments of literature. One of the latest of these, Frances Hodgson Burnett's The Lost Prince, scarcely needs comment. It will inevitably and rapidly make its way into public favor for where earlier than Little Lord Fauntleroy? It appeals to readers of all ages. It will fascinate children it will charm their elders with its supremely admirable treatment of the young actor, in the present environment of today. Such books as Jeffrey Farnol's Definitely Post Boy, Winston Churchill's The Prodigal Son, and Katherine Norris's story of Julia Page, duly need to be named. The late F. Hopkinson Smith's Colonel O'Day holds second place. The Book Shop has a list of best selling fiction during November, and Winston Churchill's The Prodigal Son, Mary Roberts Rinehart's The Street of the Seven Stars, Gene Stratton-Porter's Michael O'Halloran, Rex Beach's The Iron Trail, Ralph Connor's The Major, Basil King's The Inner Shrine, Jack London's Smoke Bellew, Mary Johnston's Audrey, Kathleen Norris's Mother, Gilbert Parker's The Right of Way, Gouverneur Morris's Yellow Gods, Arnold Bennett's The Lion's Share, Hall Caine

The Toy and Doll-Making Industry in Canada

Relief and Patriotic Organizations in Different Canadian Cities Have Had Great Success in Affording Employment to Needy Men and Women—Over Seventy Toy Making Concerns Represented by the Lines Sold by One Toronto Jobbing House—Good Prospects for Establishment of Toy Industry On Permanent Basis in Canada

TOY making assumed more extensive proportions than ever in Toronto in the autumn and Christmas season of the year that has just closed. Among the organizations that were especially active was the Toronto Women's Patriotic League, which had a small doll factory in operation at its headquarters on Sherbourne street, employing at times as high as sixty girls and women. Thus a large number were given temporary relief who would otherwise have had no employment. Similar relief was afforded by the Memorial Institute on Richmond street where the Rev. Awdry Brown faced the problem of providing employment for some hundreds of applicants by setting them to work making toys. Notwithstanding the fact that neither Mr. Brown nor any of these men had had any previous experience in toy making, some thousands of well-made toys were turned out. Over fourteen thousand of one particular toy were made at this toy factory during the year. The output found a ready market with the jobbers and thus the toys found their way to stores in all parts of the country. A significant circumstance which goes to show the possibilities of this industry is the fact that, with the exception of just two pieces, all the machinery for shaping, cutting and modeling wooden parts, was designed and made on the premises.

Many of the men who have found employment at the Memorial Institute toy works, subsequently enlisted and to replace these workers wounded soldiers back from the front were taken on as well as other crippled and disabled men.

Similar work has been carried on by organizations in other cities of Canada besides which there are many concerns, large and small, which have gone into the manufacture of toys on a strictly commercial basis. One large jobbing firm in Toronto sold toys and dolls during the year which came from over seventy different Canadian toy-making establishments. This, of course, included many firms whose chief business was some other line of manufacture but whose plants lent themselves readily to making toys of some particular type.

It is only natural to expect that all this effort will eventually lead to the establishment of a goodly number of permanent toy factories in the different Canadian cities thus building up a distinct new industry that will give employment to thousands of Canadian artisans. This situation is duplicated in other lands. Great Britain, France and the United States have gone most extensively into toy and doll making to replace these products formerly imported from Germany. Japan too has vastly extended its toy making industry in competing for the toy business in all parts of the world.

* * *

The Canadian War Doll

The following article on "The Canadian War Doll" appeared in a recent issue of the Medicine Hat "Times" and is worthy of reproduction in other newspapers. This course might well be suggested by toy dealers in the different towns:

Among the other changes wrought by the war in Canada is the introduction of Canadian-made dollies. They are not at the present time quite so prepossessing in appearance as their imported predecessors, but they combine all the sturdy qualities that have made the Canadian men and women of to-day. Accustomed as the children and the parents of the present are to the latest word in French and German dolls, the Canadian product appears very crude and is being accepted rather reluctantly. This is a pity, because the funny little dolls bearing about their necks a tag with the legend on it "Made in Canada," are fine examples of patriotism and of a sincere desire to enable the children of Canada to have their dolls in spite of the terrible war that is depriving the children of Europe of the very necessities of life, to say nothing whatever of its luxuries

The Canadian-made dolls are not yet being produced in sufficiently large quantities to allow of unlimited supplies for any one place Everyone who can, should, however, buy a Canadian-made doll, and every child should know that the funny little dolls with their bright, selfish faces and cotton bodies stand for patriotism and loyalty to the Empire generally and to Canada particularly. During the civil war in the United States, the Southern children were given old-fashioned "rag" dolls, or dolls made from corn cobs, many of which still are cherished as precious souvenirs by the families of these children. By extending a practical hand of welcome to the Canadian doll, even if it is not very lovely, an infant industry will be encouraged; the dolls themselves will be prettier next year if made to feel at home now, and the possession of a war doll in the family will furnish a fireside story for generations yet unborn. Altogether, it is really worth while to own one.

* * *

A Unique New Game

New York, Dec. 10th.

The representative of a New York toy house tells the following interesting story of the inception of a thoroughly original new game:

"A certain lithograph concern conceived the idea of getting up a game of advertising the various popularly known commodities such as Gold Medal Flour, Heinz' Pickles, Korn Krisps, Etc. The first step, of course, was to interest advertisers of these commodities in the idea. Twenty-four representatives of these various concerns became interested and entered into a contract to pay forty-four hundred dollars each on the conditions that the game must have a distribution amounting to Five Hundred Thousand. To do this the game itself must be not only attractive but sold at a price that would at once prove attractive to the purchaser. The game itself is a folding board 10 x 14 inches, in 8 colors, with 28 beautifully lithographed playing figures. This board when folded comes in a highly colored paper box 11½ x 14½ inches. These 500,000 games cost the lithographing company 12 cents each or $60,000. They sold the output for 4 cents each or $20,000. On the games they lost $40,000. On the advertisers they cleared up over $60,000. And this is the story. Does it not sound good. This new game retails at ten cents in the United States.

Disabled Soldiers Making Toys

How French Toy Industry, Which Had Been Lost to the Germans, is Being Revived—Exhibition in New York to Develop Market in America

IN the olden days, France used to be as noted for doll-making as Germany has been in later years. Now there is every indication that the French doll industry is to be revived, not only to supply home demand, but for export as well and this applies to toys in general, not only dolls. Just in the last month or so prior to Christmas, an exhibition of French toys, made by disabled French soldiers, was held at the Knickerbocker Club, New York, the exhibition being presided over by Mme. Charles le Verrier, wife of the head of the College Chaptal, the great Lyceé, of boys' school, of Paris, which is now, like all other similar institutions, a military hospital.

One of the great problems resulting from the war is the maintenance of disabled soldiers, during the course of the war and after it is over. They cannot be consigned wholesale to institutions Mme. Verrier pointed out in her appeal in New York, and she proceeded to explain the plan to train these men in the manufacture of toys. The exhibition in New York was, of course, to promote a market for these French toys in America. Speaking of this revived French industry, she said:

"We naturally thought of toys. Years ago the dolls of France had a great reputation, but we allowed Germany to learn from us how to make them, and then apply her genius for organization to take our market away from us. But we are going to win it back. The education of the men has already progressed wonderfully. While they are still helpless on their backs in the hospitals, they are given wood and tools and models, and they dab at the bit of wood, happy in their hopes for the future. I have brought some of these tentative efforts with me, not that their crudity is interesting or attractive, but to compare with their later work as examples of the rapidity of their progress. They learn very quickly indeed, and their delight in their own achievements is touching.

"More difficult than the teaching of the men is the finding of a market for their work. Of course, we turn for this to you. To whom should we look? The war is still in progress, and even when it is at last over there will be no money in Europe for luxuries like toys and dolls."

TORONTO FIRMS LOSE BY FIRE

In the early morning hours of Dec. 11th, fire gutted the building occupied by H. P. Ritchie & Co., the Pugh Specialty Co., and Young Bros., Limited. Coming just in the midst of the holiday rush of business, this was a serious blow to the business of these concerns. Mr. Pugh was called up between 2 and 3 a.m. and advised by the police that the building had been gutted by the flames. He spent a strenuous morning and by 9.30 o'clock had taken a flat at 28 Temperance Street and by dint of telegraphing and picking up goods from other houses was able to fill immediate orders. Young Bros. acted with similar despatch, getting temporary quarters at 121 Church Street from where they were soon turning out goods, filling orders in hand for Christmas trade.

These firms expect to be back in the repaired Clifford Street building the middle of January.

5 to 25 Cent Business

VARIETY TRADE REVIEW

There is now on the market a child's set, comprising knife, fork and spoon, packed in a lined box, the knife having a solid handle, the set retailing in Canada at fifteen cents.

Almost every stationer sells such items as hair brushes, tooth brushes, clothes brushes, nail brushes, whisks, as well as brushes for use in art classes in the schools and by artists. Why should the line not be extended to include a complete assortment of brushes of all types, selling at prices up to 25c each. This would prove a profitable branch of the 5c to 25c department.

A line that will sell readily in either 15c or 25c qualities, or both, comprises cushion tops with art designs, working in the names of the different provinces and also cities. This is a good local stunt for a dealer in any town.

The department should include goodly selections of such jewelery items as brooches, bracelets, bead necklaces, cuff pins, collar pins, collar buttons, ear rings, fobs, hat pins, link buttons, lockets, scarf pins and the various other items that are to be had from jewelery houses in assortments at $10 to $25.

Dealers should not lose sight of the big business that is to be done in the sale of artificial flowers. This is a line which is sold with distinct success in the 5-10-15-cent stores.

The sale of 15-cent records for gramophones continues to expand. There is now on the market a talking machine to be had for $3.75 f.o.b. New York and the makers claim that this remarkable little machine has a tone quality that makes it an ideal one for demonstrating the 15c records.

Another line that will find a ready sale in the 5 to 25-cent department is one comprising various hardware specialties. As has been said on several occasions before each individual merchant will best be able to judge as to whether suggestions made here should be adopted or not. It must be remembered that Bookseller and Stationer circulates among the stationery merchants throughout the land, in the large cities and in the villages. Local conditions differ and in the case of one town of say two thousand people the stationer might see a good opening for getting a share of a certain trade, whereas the conditions in another town of the same size might be so different as to make a similar course inadvisable. It is significant, however, that when one of the syndicate 5-10-15-cent stores go into a town, they do not depart from the policy as to stock-in-trade characteristic of their stores in other towns.

St. Valentine's Day can be made a real red letter day in this department of the store. Every merchant will doubtless, ere this, have purchased valentines in readiness for February 14th, but it should be remembered that there are other novelties that can be sold readily on that occasion, as for instance paper table napkins with Valentine designs and fancy crepe paper of a similar nature. These latter may be readily sold to other merchants for their St. Valentine's Day window displays.

A good buy for this department is a sloping display cabinet containing an assortment of six dozen ivory-handled manicure pieces to sell at 15c each.

Many a would-be purchaser of a basket of one sort or another is puzzled as to where to go to buy it. Why not feature baskets of the different types that can be sold up to 25c each. The larger and more expensive desk and waste paper baskets would naturally be included with the other office supplies in the particular section of the store devoted to those goods.

Cardwriting Made Easy

by R.T.D. Edwards

TWELFTH OF A SERIES

ONE show card suggestion shown in this article is particularly suitable for any of the after stock-taking sales which are common at the beginning of the year.

A description telling how the card is made, is given in the underline below the card.

The accompanying chart and description, explains the style of lettering used in preparing the show card suggestion. The new feature in this lesson is the heavy brush width spurs. They require a great deal more care than did the spur making in the brush stroke Roman lettering.

THE CHART

THE chart shows an alphabet and numerals of bold-faced Egyptian. This sort of type is exceptionally adapted for use on sale cards where a quick-reading type is desired. This class of letter is somewhat the same as that illustrated in lesson No. 5, with the exception that it has the heavy brush width spurs. These letters and numerals are entirely of brush stroke formation, which means that each line was made with one stroke of the brush. The size of the brush to use is determined by the size of card employed and the size of letter required. For instance, if you desire about a two- or three-inch letter on a half-sheet card, a No. 8 red sable will be required. On smaller work use a No. 6 brush.

As in previous work, it is absolutely necessary to keep the brush flat and chisel pointed. All the ends of the hair must be even.

A is a six-stroke letter. This letter should be evenly balanced on both sides of the dotted line shown to represent the centre.

B.—A continuation of the two strokes, 2 and 4, form B's spurs. Note that the upper loop is smaller than the lower.

C.—is a three-stroke letter and needs a great deal of practice. Care must be taken to get the spur at the right angle.

D.—The spurs on the "D" are made in the same manner as explained on the "B".

E.—This letter is of straight line formation. The main thing is not to allow the spur (stroke 5) to extend to the right quite as far as that of stroke 6.

F.—is similar to E, with the exception of the lower line.

G.—Stroke 3 of G, as you will notice, does not extend out as far as stroke 4. This letter takes a great deal of faithful practice to get it balanced properly.

H.—The cross-bar of this letter is nearer the top than the bottom of the letter. Little points like this make hand work look different from type.

I.—Care must be taken to have all upright letters at right angles with the guide lines.

J.—The curved part and lower spur of this letter are strokes with which you must take particular care. This part of the letter is difficult for the beginner to make gracefully and needs much practice.

K.—Note, stroke 5 of the K does not project out to the right of the letter as far as stroke 7. Stroke 2 of this letter should join stroke 1 a little above the centre.

L.—Note the angle of stroke 4 on this letter.



The above "after-stock-taking sale" card has been prepared on the poster plan. The heavy band is of light green. The lettering is black with a white outlining, and dark green shading. The edging on the band, and the outer border line are of the same shade of green as the shading. The color used on the inner border is of light green. The style of lettering used in preparing this card is described in the accompanying article.

M.—Is another letter of which one side must balance up the other side. The lower ends of strokes 3 and 4 must be an equal distance between strokes 7 and 8.

N.—This letter is composed of 6 separate strokes. The one that beginners find most difficult is stroke 3. The point in making this stroke is to start the upper side of the brush at the upper right-hand corner of stroke 1 and finish with the lower side of the brush touching the lower guide line where stroke 4 will finish.

O.—The O is the same as in previous alphabets. You cannot give this letter too much practice.

P.—This letter differs from B because stroke 3 joins stroke 1 midway between the two guide lines.

Q.—This letter is the same as the O with the tail added.

R.—This letter is of similar formation to the P with the two strokes added. Stroke 7 projects more to the right than does the curved stroke above it.

S.—Much practice is needed in order to get this letter balanced up gracefully.

T.—Strokes 3 and 4 of this letter must be at the same angle and are an equal distance from stroke 2.

U.—Strokes 1 and 2 of this letter do not come to the lower guide line. They join stroke 3 a little above it.

V and W are of similar formation and need a lot of practice. You will have some trouble in balancing this letter up as in the case of the M.

X.—Strokes 1 and 2 of X cross each other a little above the centre.

Y.—Strokes 1 and 2 meet stroke 3 nearer the upper guide line than the lower.

Z.—Take care to get strokes 4 and 5 of Z the proper angles.

I will not enter into a detailed description of the lower case alphabet. The strokes are all numbered and the arrows show you the direction in which to make the strokes. If you watch carefully you should experience very little difficulty.

Of course you must remember the new thing this month is the heavy brush width spurs. They require a great deal more care than did the spur making in the brush stroke Roman lettering.

After Stock-Taking Sale.

A great many retail firms conduct January, or after stock-taking sales each year. This is particularly noticeable in the dry goods trade. Many men's wear firms conduct sales during January and February. In large and small stores alike sales are carried on in an effort to stimulate business.

Keep Sale Name Prominent

These sales are run under various names, but the most popular are: "January Sale," "Mid-Winter Sale," "Annual Clearing Sale," "January Sale of White Goods," etc. The main thing which should be emphasized is to keep the name of the sale continuously before the public. It should be worked in on all price cards, both large or small. It also should be used on show-cards and paper posters throughout the store and in the windows.

It can be put on in dozens of different layouts or designs, either by printers' type, plates made from hand work, or the actual hand itself. If a great quantity is wanted, it is advisable to have them printed, but when the store is small and the quantity of cards used does not run up into the hundreds, they can be written by hand. Many designs that are of an exclusive nature can be made up easily and quickly.

Many stores have a striking design made up and use it year after year and the public becomes so familiar with this that as the season of the year approaches they look for these tickets.

Different From Any Other Cards

The coloring of these cards is a thing which must receive careful attention. Care should be taken to have them entirely different to any other cards used at other seasons of the year. A bright, striking card is necessary, but the colors used must harmonize with one another and also with the surroundings.

Color Combinations

Here are a few suggestions for the price ticket color combinations:

White card with green headline and price.
White card with red headline and price.
Green card with black headline and price.
Blue card with black headline and price.
Yellow card with black headline and price.

Never use red color on blue cardboard or blue ink on red cardboard, or yellow color on green card, or green color on yellow card. Red color on pink card is also not permissible.

Posters or Big General Cards

Posters or large show-cards are a necessity in connection with a big sale. These should be used to stick on windows and to put in prominent places throughout the store. If posters are desired, make them on good tough strips of paper. They should be made as attractive as possible, as these are the means by which you announce to the public that something out of the ordinary is going on inside. Half-sheet cards displayed throughout the store in prominent places announcing the sale also keep the customers' interest up. These can be made with the same design as that which is used on the posters.

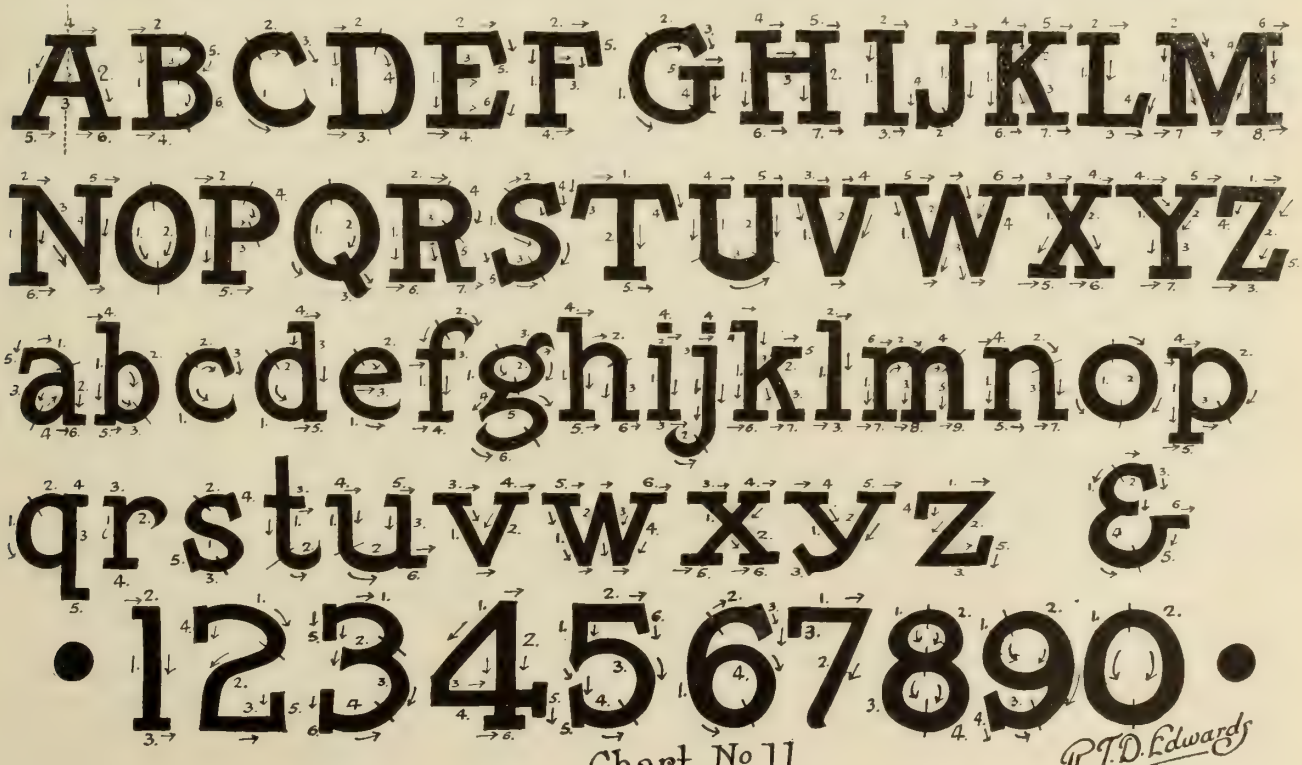


Chart No 11.

R.T.D. Edwards



Books

The Best Selling Book of the Month

Jeffrey Farnol's New Tale, "Beltane the Smith," the Subject Of This Month's Review—A Fine Story of Medieval Times

By Findlay I. Weaver

"IN a glade of the forest, yet not so far but that one might hear the chime of bells stealing across the valley from the great minster of Mortain on a still evening, dwelt Beltane the smith.

"Alone he lived in the shadow of great trees, happy when the piping of birds was in his ears, and enjoying to listen to the plash and murmur of the brook that ran merrily beside his hut, oft pausing 'twist strokes of his ponderous hammer to catch its never-failing music.

"A mighty man was Beltane the smith, despite his youth, already great of stature and comely of feature. Much knew he of woodcraft, of the growth of herb and tree and flower, of beast and bird and how to tell each by its cry or song or flight; he knew the ways of the fish in the streams, and could tell the course of the stars in the heavens; versed was he likewise in the ancient wisdom and philosophies, both Latin and Greek, having learned all these things from him whom men called Ambrose the Hermit. But of men and cities he knew little, and of the ways of women less than nothing, for of these matters Ambrose spoke not."

These are the introductory passages of the first chapter of Jeffrey Farnol's new novel of mediaeval times in England telling of how Beltane lived within the greenwood.

Beltane's knowledge of the outside world came from his reading of history and when "busied at his anvil, hearkening to wondrous tales of travel and strange adventure told by wandering knight and man-at-arms, the while, with skilful hand, he mended broken mail or dinted casque, and thereafter, upon the mossy sward, would make a trial of their strength and valor, whereby he both took and gave right lusty knocks."

Comes a meeting of more than ordinary interest when a stranger surprises Beltane brush in hand, one fair afternoon. This stranger, long and lean and grim of aspect, with a mouth wry-twisted by an ancient sword-cut, yet possessing a jovial eye, twits young Beltane for sitting there, wasting time with a foolish brush stuck in his fist, while the world was amiss. By further taunts he lures Beltane into a bout with the swords which he discloses by laying aside his cloak.

The stranger makes sport of Beltane, scoring at will, finally, by a cunning stroke, beating the great sword from Beltane's grip, leaving the latter standing amazed and humbled.

This stranger turns out to be Sir Benedict, of Bourne, famed throughout the land for his swordmanship. Sir Benedict proves to be a friend of Beltane. Sir Benedict remains to teach all his strokes to Beltane.

Two principal characters who come early into the tale are the Lady Helen of Mortain and the Duke of Pentavalon—Black Ivo.

Black Ivo, coming through the greenwood with his retinue, comes upon Beltane standing in the shade of a tree.

"Aha," said he, "what insolent, long-legged rogue art thou, to stand gaping at thy betters?"

"No rogue messire, but an honest man, I pray God, whom folk call Beltane the smith."

"Ho! Gefroi!" he calls, "come you and break me the back of this 'honest' rogue."

This brings forth a great bronzed fellow with eyes quick and bright and teeth agleam through the hair of his beard.

A mighty wrestling contest ensues and to the surprise of all the onlookers and most of all to the husky Gefroi, Beltane proves victor.

Black Ivo rides off with parting smites of his whip for the prostrate Gefroi, bidding his followers let him lie and flings a purse to Beltane. Beltane befriends the fallen champion, pressing upon him the money as Gefroi ruefully departs bemoaning his lost position.

Spreads fame far and wide for Beltane for the manner in which he humbled the duke's burly wrestler, and many come to match their prowess with him all going down to defeat. The Lady Helen, hearing his praises sung, needs must see him so she rides forth on her white palfrey, coming upon Beltane as he stood at his forge fashioning an axe-head. Screened by the thick-budded foliage the Lady Helen watches him and presently he steps forth into the glade and with his back to the bole of a tree breaks forth into a song which, sleepless, he had composed. To Helen his rich tones surpassed the music of the brook and the songs of the birds of which he sang. The smith's song was suddenly hushed when the lady rode forth from her cover and conversation ensues that is destined to change the whole course of Beltane's life. She chides him for being, as she had heard, a scorner of women and to him addresses this prophecy; "I tell thee that ere much time has passed thou shalt know love—aye, in such fashion as few men know—wherefore I say—beware, Beltane!"

Despite his entreaties and demands the duchess does

BEST SELLING BOOKS

CANADIAN SUMMARY—Fiction

1.	Beltane, The Smith. Jeffery Farnol	139
2.	Michael O'Halloran. Gene Stratton Porter	81
3.	The Lost Prince. Frances Hodgson Burnett	66
4.	The Money Master. Sir Gilbert Parker	61
5.	A Far Country. Winston Churchill	60
6.	Moonbeams from the Larger Lunacy. Leacock	46

Non-Fiction

My Year of the Great War. Palmer.

Juvenile

Burgess Bedtime Stories.

not reveal her identity but as she rides away calls back to him the one name, "Helen."

Beltane is smitten. The varied music of the greenwood is changed. The song of the brook and the whispering of the wind in the trees is now of "Helen" and Helen is in his thoughts continually. They meet again and with Helen yet incognito to Beltane, he wins her love. Then she tells him that she is the Duchess Helen of Mortain. This has a strange effect on Beltane. Telling her again that he loves her greatly, he bids her return to her knightly lovers, "Wed this duke who seeks thee—do aught you will," he says, "but go, leave me to my hammers and these green solitudes."

She is to him as Helen of Troy of whom Ambrose the Hermit had told him. "Alas! that one so fair should be a thing so evil!"

Beltane proceeds to his lonely hut. Takes his cloak and great sword which had come to him from Sir Benedict. Then he seizes his mightiest hammer and with it beats down the roof of the hut and hammers in its walls, heaves hammer and anvil into the pool and with sword and cloak plunges deeper into the forest, proceeding to the hermitage of Ambrose, from whom Beltane learns that he is the son of Ambrose the Hermit, who is the Duke of Pentavalon. The father tells Beltane that he must take his rightful place and stop the outrages being perpetrated by the usurper, Black Ivo, who had made himself Duke.

Following the last meeting of Beltane and Helen, peace of mind is absent also from her and bidding her stern old attendant Godric follow her, they hurry forth and, mounting in haste, ride to the forest where they behold the ruin of Beltane's hut at which Helen stands aghast, "gazing wild-eyed and with her heart numb in her bosom."

A wondrous tale of love and stirring adventure is unfolded as the book proceeds, most varied in its graphic descriptions of mediaeval times.

BRIEF NOTES ABOUT NEW BOOKS

"Costumes and Scenery for Amateurs," is a book just out, the work of Constance D'Arcy MacKay, being a practical book for those interested in amateur theatricals.

* * *

A memorial edition of the Plays of Clyde Fitch has been issued in four volumes.

* * *

A collection of interior illustrations showing decoration and furnishing details of the important furnishing periods is entitled "The Room Beautiful" just published in New York.

* * *

"Rudyard Kipling: a Biography and Critical Estimate," by John Palmer has been issued in a half dollar edition by a New York publishing house.

* * *

Five of Gabriele d'Annunzio's works which are down for early publication by a New York house include "The Triumph of Death," "The Virgin of the Rocks." "The Victim," "The Flame of Life," and "The Child of Pleasure."

* * *

"Productive Advertising" is the title of a book by Professor Herbert W. Hess, professor of advertising in the Wharton School, University of Pennsylvania, which a Philadelphia publishing house has just issued.

* * *

Przybyszewski is one of the most noted of Polish novelists. His sensational love story "Homo Sapiens," is being published by a New York house, this being the first occasion the story has been issued in the English language.

J. Cowper Powys who lectured in several Canadian cities a year ago, is represented for the first time in fiction this year with "Wood and Stone." He is at present lecturing in New York City to large audiences.

* * *

"Persuasive Peggy," by Maravene Thompson, Author of "The Woman's Law" is a story full of sunshine and love and happiness with unexpected situations and delightful solutions.

* * *

A new Allan Quartermain tale by H. Rider Haggard, is to come this month. Its title will be "The Ivory Child."

* * *

An especially interesting announcement for this month is the coming of Robert McLaughlin's book "The Eternal Magdalene."

* * *

"Yvette and Other Stories," includes a novelette and ten short stories by Guy de Maupassant, translated from the French by Mrs. John Galsworthy, with an introduction by Joseph Conrad.

* * *

For the Autumn and holiday season the Copp, Clark Co., reported the following novels as being in greatest demand with them: "The Money Master," "K" and "Dear Enemy." The juveniles which proved most popular were "The Scarecrow of Oz," "The Boy Mechanic" and "The Boy Scouts of the Air in Belgium," while in non-fiction the leaders were: "Escape and Other Essays," by A. C. Benson; "A Salute from the Fleet," by Alfred Noyes and "Pep" by Col. Hunter.

"J. B."

Johnathan Brierley, better known by his initials "J.B.," was said to have the soul of a Saint in the body of a man. To uncounted multitudes in England he ministered most helpfully, first as a pastor in Devon and London; then, after a breakdown, from a sanctum in Fleet Street.

For a quarter of a century this God-like man, a rare spirit, wrought a world-wide influence through his writings in the Christian World and by his books. Far and wide and affectionately he was known as "J.B."—and "J.B." the memory of him continues. H. Jeffs has written a most sympathetic, revealing and enjoyable *"life" of his friend and the friend of many. This book should have a place in all libraries where spiritual books and the lives of men of power are given an honored place.

*"J.B."—John Brierly, his life and Works, by H. Jeffs, London: James Clarke & Co.

WHAT ABOUT FARMERS' WIVES

Mary Austin, whose book, "The Man Jesus," is creating much discussion, has just returned to New York from Washington where she attended the Woman Suffrage Convention. While there she suggested in a newspaper interview her belief that there ought to be a federal department of community art, by means of which the lives of farmers and farmers' wives might be enriched. "The Federal Government," she remarked, "does more for the farmer's cattle than it does for his wife."

William Copp, vice-president of The Copp, Clark Company, and G. S. Fowkes, of the traveling staff, made a trip to Boston, New York and Philadelphia, in December. They found the book trade in those cities in a more prosperous condition than the previous year and looking forward to still better things for 1916.

Canadian Books and Authors

Col. Currie's Book Ready Soon—A New Tale of the United Empire Loyalists.

A TALE OF THE LOYALISTS

W. S. Herrington, K.C., has written a tale of the United Empire Loyalists under the title of "Pioneer Life Among the Loyalists of Upper Canada," which constitutes a valuable monographic contribution to Canadian history.

It would be futile to attempt to summarize a sketch which is itself a compact summary of the multitudinous details of the life and interests of the stalwart men and heroic women who voluntarily went into an unbroken and heavily forested wilderness to hew out homes and clear farms for themselves. It should not be forgotten that those people, who knowingly and deliberately made their choice in 1783 to remain in the British Empire, had in most cases to give up comfortable homes in the revolting colonies, and to face a pioneer life entirely different from what they had been accustomed to.

It is not surprising that they have left their mark, deep and abiding, on all subsequent Canadian history. In less than a single generation there took place the war of 1812-15, during which Canada was several times and in several places invaded by valiant American soldiers, determined to obtain permanent possession of this country. Season after season for three years the widespread struggle went on, without the gain or loss of a single square foot of territory, each nation by the Treaty of Ghent agreeing to give back all it had acquired of the enemy's domain, and receiving in exchange all it had lost of its own.

One of the by-products of Mr. Herrington's sketch, to the thoughtful reader, is a clearer comprehension of how it came about that so small and scattered a population as that of Upper Canada was able to put up so effective a resistance to a much more numerous and wealthy hostile population. Besides being the "lion's whelps," they were backwoods pioneers.

THE CANADIAN TONIC

A. J. Dawson, author of "Jan: A Dog and a Romance," looks upon Canada as a valuable training school for British valor. "For young and healthy men," he says, "there is perhaps no other country which has more to give than Canada in the shape of discipline; of that kind of mental, moral, and physical tonic which makes for swift, sure character development, and the stiffening and bracing of the human fibres. In English life there has been of late years a rather serious scarcity of this tonic influence. Canada is very rich in her supply of it: but the tonic is too potent for the use of weaklings."

BEATRICE REDPATH'S VERSE

Of "Drawn Shutters," a volume of verse by Beatrice Redpath of Montreal, a writer in The University Monthly says:

"A large part of Mrs. Redpath's work is instinct with a tender and wistful melancholy, which will be to many readers its chief charm. Many of the poems seem to be written, as it were, in the very hush of the presence of death. To One Lying Dead, restrained and artistic as it is, haunts the imagination. The Little Stone House—it is the home of the dead that is meant—has in its very hush and stillness the shuddering awesomeness of death itself. But the melancholy of the poems never passes into morbidity or sensationalism, and offers always, even at its saddest, a wonderful charm of beauty.

We are assured that Mrs. Redpath's work is calculated to make a profound impression. It is without doubt, equal to the best that has yet been produced of its kind on this side of the Atlantic."

GRACE M. WHITE'S NEW NOVEL

"Rose o' Paradise" is the name of the latest story by the author of "Tess of the Storm Country" and it introduces for the first time in fiction, the short-wood gatherers of central New York. It has just been put out by the Copp, Clark Co. The story is a clean and inspirational one, with the same dramatic thrills which marked



Grace Miller White

her "Tess." "Jennie Grandoken, the little wild "Rose o' Paradise," is a lovable heroine, one of the sort that radiate happiness.

Grace Miller White, who wrote the book, has lived among the quaint squatter folk. She was born in that particular part of York State in which are laid the scenes of her fine, new tale and the writer's enthusiasm revealed as one progresses through the story evidences that she loves to tell about them.

MORE RUSSIAN NOVELS

And still more Russian novels come in English translations. The new batch includes: "A Hero of Our Time," from the Russian of M. Y. Kropotkin; "The Little Angel and other stories," by the Russian of Andreyev, and "Chelkash and Other Stories," being seventeen representative tales by the Russian novelist, W. M. Garshin.

WAR BOOK BY A CANADIAN

Col. Currie's book which was to have appeared two months ago has been delayed by reason of his time being fully taken up by recruiting work. He has been across Canada to the Pacific Coast engaged in this work but at last found time to write the final chapters of the book which will be brought out February 1st. This essentially Canadian war book is awaited with interest and should prove a valuable contribution to the literature of the war.

Another book that will enrich Canadians to be published in March is "The Life and Letters of Sir Charles Tupper. "It will comprise two volumes.

New novels are to come soon from Frank L. Packard, the Montreal novelist and James Oliver Curwood, whose tales of the North Country have proved so popular.

From Sidgewick and Jackson, Publishers of London, comes a little book of war poems, some of which have appeared in the Spectator and the Pall Mall Gazette, the title is "The Volunteer and Other Poems." by H. Asquith.

What Are the Greatest Books in the English Language?

Well-Known Canadian Authors Write Interestingly on This Subject

WHAT are the greatest novels in the English language? This question, hoary with age, has been debated and re-debated by book lovers and will continue to be the inspiration for controversy as long as the taste for good reading continues.

On a question of this kind it is always interesting to get the views of persons who have themselves added to the store of great literature. Accordingly the 'Booklover' took it upon itself to secure the views of the best known Canadian authors as to what are the best novels in the literature of the English tongue. As it was necessary to fix certain limits, the number of 'Best Novels' was fixed at six. The replies received to date are appended and it is hoped to be able to produce more in the next issue.

The request sent to these writers of distinction was perhaps a little vague in one respect—in limiting the selection to books written in the English tongue. It will be noted that several of the replies list books by foreign authors.

Arthur Stringer

To begin with, I'm afraid there's a great deal of humbug about all our six-best-books lists. This weak worm known as man, when confronted by any such excoriating demand for self-revelation, betrays that not unnatural tendency for attitudinizing which overtakes even the bucolic bridegroom when the village photographer attempts to perpetuate in sepia the momentary beatitudes of a honeymoon. For if you know what a man reads, you pretty well know what that man is. So, like the ramrod youth in high-waters stonily poised in the midst of the village photographer's painted Alpine back-drop, we're terribly apt to lean against the iron knee of Greatness, and announce that we love only those books which have been openly loved by the Great Minds of the past. In other words, we're afraid to tell the truth. And in becoming guarded we become conventional, and in becoming conventional we become either stagily uncouth or startlingly self-defective.

I'd love to be able to say that I'm fond of Fielding, for instance, knowing as I do that Gibbon and Macaulay and Thackeray and Lord Byron have all joined in praise of that great English novelist. But as I don't care for Fielding, and as I can't read Scott, and as I have never read Defoe, I'm afraid I can't call on these Great Ones to bolster up my wilting mediocrity of taste. Yet, since the first function of the novel is to yield entertainment, and since those novels must be regarded as the greatest which have brought into our lives the greatest delight, I'm going to try and be honest about this thing and confess to the six books out of which I've been able to get the most fun, since, after all, our most pompous aesthetic criticism must eventually be reduced to some hedonistic basis. By which I mean that nothing, in the final issue, is so solemn as fun!

The first novel on my list, because, I suppose, it was the first novel I had the good fortune, the miraculous good fortune to read, must most unhesitatingly be "The Count of Monte Cristo." This delectable volume I read 'incummunicado,' up in a hay-mow, at about the age of ten, when I should have been at Sunday School, when, in fact, I was supposed to be at Sunday School. But instead of going there and being taught sundry truths about the Kingdom of Heaven, I was wandering rapt-eyed into the very heart of the Kingdom of Heaven, propped up against a pigeon-box and secure in the knowledge that the mow-door was double-locked on the inside. And I'd give an arm for any book that would bring me one-half the thrills, to-day, that the "Count of Monte Cristo" brought me in that bed of timothy at the age of ten!

The second book on my list must positively be "Huckleberry Finn." It was read at an age when novels were still accepted and prescribed as the work of the Evil One himself. This innocent volume, accordingly, was perused surreptitiously, and in a cave. And a cave has always seemed to me the fit and proper place for the reading of such a book. If you don't believe me, try it! Only remember, you must not be over fourteen years of age, and your parents must regard the reading of Mark Twain as a true apprenticeship to youthful ruin! For this reason it has always seemed to me odd that Andrew Lang should have called "Huckleberry Finn" the greatest piece of creative literature since Homer's "Iliad," for Andrew, after all, didn't have the joy of first meeting "Huck" in either a cave or a hay-mow. He was too tragically old when the friendship began, for any such luck as that.

My third best book, I confess, is "David Copperfield." I used to cry over that novel, and it's a good twenty years since any work of fiction has ever made me do that. If I can no longer read Dickens with the delight of adolescence when the thrills and the tears were so much nearer the surface, don't altogether blame me. Blame Father Time. He takes our golden age away from us, as you yourself must surely admit in remembering the day when you could eat eighteen Northern Spies without a pang of regret.

Fourth on this list of what seems to me the world's greatest novels must be "Vanity Fair." And it has the further advantage of standing the dust and wear of time, which is surely the acid test of all classics. For through all my days "Vanity Fair," like a stately park of sunlight and shadow, has stood close at my elbow, to be re-entered and re-visited, again and still again, proving both a refuge and a refreshment. Its walks and parterres may be stiff with the formality of an earlier century, but across them still blow the eternal winds of reality.

And speaking of reality brings me to my fifth book, which must surely be Hardy's "Tess." This, frankly, I consider the greatest piece of fiction written by any man or woman still breathing the breath of life. What holds me most about this book, I think, is its honesty, its uncompromising and unsentimentalized interpretation of life, its mellow and golden gloom, which is really more uplifting than the pinks and blues of all chromo-romance, its sturdy pessimism, so poignantly conscious of the Virgilian touch of tears in things, which is so much more inspiriting than the labored optimism of our feebler 'sursum-corda' minds. "Tess," I hope, will be remembered when Antigone is forgotten. At least she deserves to be. And if some strange cataclysm should obliterate all our modern civilization, if some triumphant Hun horde arrogating "kultur" to its baser uses, should burn our last library and our last printed page, and some excavator in centuries to come should exhume one miraculously preserved copy of "Tess," I don't think Great Britain should be altogether ashamed

of her accomplishment, any more than Greece could be ashamed of her armless Venus exhumed from Milos.

This brings me to the last and greatest work of creative genius on my list. It is a work written by a man whom that king of ambidextrous Smart-Alecks yclept Shaw has designated as a pigmy in intellect and a Philistine in style. It is an old-fashioned piece of work put together by a sadly old-fashioned writer, but let me whisper, 'sub rosa,' that the smartness of to-day shows a tendency to become the tawdriness of to-morrow, since I have lived long enough to see a Broadway audience bored stiff by a stage-revival of a ten-year-old Shaw triumph with its Edwardian flippancies quite unedged by our Georgian sobrieties! On the other hand, however, there are things written which seem not for their day alone, but for all time. And the work I am about to mention is one of these, for I venture to refer to Shakespeare's "Hamlet." But "Hamlet," you may argue, is not a novel. It is a drama in form, it is true, yet at the same time, if you stop to think about it, "Hamlet" is a cracking melodramatic work of fiction, trigged out with all the attributes and embellishments of fiction itself. And "Hamlet" is eternally appealing because it is eternally mystifying. It is so profound, so bewilderingly complex, so humanly self-contradictory, that the lead-line of no one critic has yet fathomed its depths. It is a trysting-ground on which generation after generation must try its steel. It brings you only what you take to it. If you look merely for action and intrigue, it gives you what you came for. If you ask romance and mystery from it, you promptly discover them there. If you delve for the finer ores of humanity, for the fairer metal of philosophy, for the gold of ultimate beauty and wisdom, you find, in it, every hour of your labor rewarded. And the man who has not read "Hamlet" for the second time is not yet an educated man, and the man who has not read it for the tenth time is an impostor when he calls himself a scholar!

ARTHUR STRINGER.

Stephen Leacock

Taking the words "best novels" to mean the ones that I like best, I have no hesitation in making up a list of six, as follows: 1. The Pickwick Papers; 2. David Copperfield; 3. Bleak House; 4. Martin Chuzzlewit; 5. Tale of Two Cities; 6. Barnaby Rudge.

Very sincerely,

STEPHEN LEACOCK.

L. M. Montgomery

If you had asked me to name the twenty best novels in the English language, or rather—since I cannot arrogate to myself any authority to decide what are the best—the twenty novels I liked most, it would have been an easy task. But, when you ask me to name the six favorites, you put me in the position of the mother of ten children who is asked which three she loves best. She could not tell you and neither can I. To name any six books means treason to the others which I love equally well. However, if I were compelled to save from complete extinction six —and six only—novels, those I would sorrowfully choose will be found in the list herewith appended—not because they give me any greater pleasure than the rest of the aforesaid twenty, but because the characters in them are, to me, more intensely alive and real than in any others: 1. David Copperfield; 2. Pickwick Papers; 3. The Mill on the Floss; 4. Vanity Fair; 5. Jane Eyre; 6. Rob Roy.

You will observe that these are all old books. There MAY be modern novels just as good. "Pigs MAY whistle," but if so, they lack the ripeness and flavor time alone can give.

Yours sincerely,

L. M. MONTGOMERY MACDONALD.

Agnes C. Laut

As to which I consider the six best novels in the English language, it is impossible for me to answer that. If you had asked the six best books, I could have given the answer which everybody else gives, with the Bible and Shakespeare and Milton at the top of the list; but when you confine the selection to "novels," the supremely best novel in the world for me is Victor Hugo's Les Miserables, which is not in English; and after that any one of fifty novels. That seems to me the one and only novel that runs the gamut of every human emotion and every type of human being.

AGNES C. LAUT.

Janey Canuck

Even if there could be found a critic sufficiently informed and discriminating to take into consideration the essentials of plot, setting, style, interest and construction, he or she would still be unable to compile an authoritative list of the six "best" novels, in that no standard has ever been set for these essentials.

This being the case, all I can give you is a list of my roving fancies for the time being. Even this, I do with diffidence and with faintness of heart, realizing that next year I shall, without a doubt, have another list of loves to whom I shall declare—like a man—that I really never loved before. Here they are: 1. Lavengro, by George Borrow; 2. The Idiot, by Dostoieffsky; 3. The Blue Lagoon, by Stacpoole; 4. Kalavala, the Land of Heroes, from the Finnish, by W. F. Kirby; 5. The Cloister and the Hearth, by Reade; 6. Kenilworth, by Sir Walter Scott.

Yours very sincerely,

EMILY F. MURPHY.

Robert J. C. Stead

As a matter of fact, no person judges literature, in the large sense of the word, off his own bat. No person can say, of his own knowledge, that any six novels are the best in the English language, for the simple reason that it would be a physical impossibility for one man to read all the novels that have been published in English. We must depend on a process of elimination which has been going on through the years, and which, I have the temerity to say, does not appear to be founded on any definable law of literary excellence. It is well known that some works which are now accorded a foremost place in our literature received no recognition until long after publication, and then only, apparently, by accident or fluke. Who shall say that for one gem so unearthed a dozen have not remained undiscovered in the dark, unfathomed recesses of the book trade? In the light of common knowledge, who dare deny that some of the masterpieces of our language died unhonored in their first editions, or, more pathetic still, before they had ever seen the light of print?

With these provisos, and these numerous avenues of retreat in case of opposition by superior opinions, I venture to mention six novels, with no claim that they are the greatest in our language, but with the assurance that they are worth reading, which is all any novel may hope to be: 1. Cloister and the Hearth, Reade; 2. Oliver Twist, Dickens; 3. Ivanhoe, Scott; 4. Lorna Doone, Blackmore; 5. Light That Failed, Kipling; 6. Ben Hur, Wallace.

Yours sincerely,

ROBERT J. C. STEAD.

Readers' Guide to the Magazines

Best Stories of the Month—Features That Are Good and Some That Aren't

THE crop of short stories in the January magazines was a poor one. Most of the magazines, in fact, carried stories that were decidedly weak, commonplace, even tawdry. It was a pleasant relief to pick up Century and find in that staid, time-honored publication, three short stories that were well worth reading, one a preeminently fine thing. "A Ticket to Carolina," by Frederick Stuart Greene, was undoubtedly the strongest story that has appeared in a long while—tense, well-balanced, executed with a vivid simplicity that had more than a hint of Stevensonian flavor. And to the mind of the magazine reader, inured to editorial boosts and braggadocio title notes designed to compel the eye to high-price features and sandbag the judgment, this story had an added attraction. It was buried in the centre of the contents, with no editorial references whatever, no cover mention even; and so the reader had the joy of discovery, of finding it for himself, like a pearl in an oyster. One often wonders why magazine editors so universally overlook the importance of letting the reader browse through his magazine for himself. Why is it necessary to tag and hall-mark everything? And the other two short stories in Century were reasonably good too; "Jane Proposes," by Ruth Comfort Mitchell, a bright yarn on the tears-always-close-to-the-surface subject of illegitimacy, and "The Sixth Canvasser," by Inez Hayes Gillmore, a piece of good writing done around an original idea but marred by some inexplicable detail.

* * *

The war has had a bad effect on the English monthly magazines. It is in fact a tribute to the resourcefulness of the publishers and the stability of conditions in the old country that they have continued to exist when similar publications in France and Germany went out of publication almost as soon as war was declared. The Windsor Magazine has made heroic efforts, turning out large and well illustrated issues. Its articles have dealt almost exclusively with the war, but it cannot be said they have been particularly strong. The Strand has shown a marked preference for stage articles, and stories of the war, but here again the old Strand quality seems lacking.

* * *

Scribner's Magazine is starting an extremely interesting series of reminiscences by E. H. Southern. It is getting quite common for actors, operatic stars and theatrical producers to lay clear before the public the most trivial details of their whole lives in the form of autobiographical sketches in the magazines; and the idea is becoming overworked to the satiation point. Mr. Southern, however, will probably escape the indifferent reception which is generally accorded the late comers in a craze such as this, as the matter he is presenting is extremely readable and interesting.

* * *

The Metropolitan Magazine continues to feature articles of a semi-editorial nature by Theodore Roosevelt, in which he upbraids the Administration and clamors loudly for preparedness and a stiffer foreign policy. Needless to state, Ex-President Roosevelt's articles are highly palatable to Canadian readers. The Metropolitan in the January issue, features Boardman Robinson, an artist who has done considerable work for that magazine, having gone to the front with a special writer to report the war in pictures. Robinson's pictures have come in for considerable criticism, and the Metropolitan makes an explanation of his technique. It is not surprising that this explanation was found necessary. Robinson's drawings were certainly fearful and wonderful.

* * *

Everybody's magazine is out in a new dress. Calling itself the only general magazine in the standard size left on the market since its competitors went in for specialization—some going almost exclusively to fiction, others into the flat shape, etc.—Everybody's has apparently decided to stamp the imprint of its individuality more firmly still on the public mind. It now appears with its type matter set solidly across the page, and with its illustrations for the most part straying into the margins. In fact, it closely approximates the standard book make-up. Certainly the new style has its points, but unless one is prepared to concede that changes are necessary, whether for the better or not, one is inclined to think that Everybody's in its old familiar guise was a better looking magazine.

* * *

And speaking of Everybody's, there is a long screed in the January number on Carnegie—a most "tremendous" long tirade, designed to oust the steel king and library Santa Claus from the position he is supposed to hold in the eyes of the world as Representative of America. It may be good stuff. Note the word "may." The writer freely confesses that, after reading four or five pages, he gave it up in despair, after ascertaining that there were about twenty more pages of it. Everybody's has been promising to shake the magazine world up. But it can't be done with sleeping potions

* * *

When an author gets to the point where he is known to every magazine reader in America as a BIG writer, it is almost certain that the Cosmopolitan will come along and tie him up under a contract to give all his work to that commercially aggressive publication. Recently, they got Samuel Merwin on some such basis as this. After Merwin had adorned the pages of McClures with his "Miss Austen" stories, and his very excellent "The Honey Bee," he was given such a wide recognition that it was inevitable the Cosmopolitan would gobble him up, which it did in company with that other clever graduate of McClure's and Everybody's, Owen Johnson. Merwin is now running in Cosmopolitan a series of stories, which have a continuity of interest running through—sufficient to make a serial out of them, which he calls "The Trufflers." But it isn't Merwin at his best—at least, not yet. The stories may work up to an interesting pitch in time—doubtless they will or the Cosmopolitan would not be handling them—but one must confess that so far Peter Erickson Mann, the playwright hero, is after the order of what Stevenson calls a "solmen ass," and Sue Wilde has not yet managed to wrap herself around one's heart in the way every heroine should.

* * *

And again, talking of the Cosmopolitan, there is a tendency to speak of it in terms of scorn, or aversion. People of a distinctly literary turn combine with the

religiously inclined to see in this enormously popular magazine, an instrument of literary perversion on the one hand, and of evil on the other. But one suspects that most of them read it on the quiet. There is this to be said for the Cosmopolitan, that it has sized up the magazine public, and is turning out top-notch stuff of the grade that most magazine readers like. There is plenty of grip in its stories, and from the standpoint of illustrations it stands well. Yes, let us be frank. The Cosmopolitan is not a great literary organ, it offends against good taste, it runs a craze to the limit even when the craze is for "sex slush," it has no respect for conventionality and morals—but, in the popular parlance, it is "some" magazine.

* * *

Short stories have been brought to a high point of perfection in American magazines in one respect at least, construction. Critics assert that the short story as it is now found in the magazines is too perfect in construction; and there is something in that, beyond a doubt. Discursiveness is no longer permitted. The writer must stick to his theme to so complete an extent that nothing is permitted to creep in that does not serve to round out the action and lead up to the denouement or to help directly in the delineation of the characters. In other words, non-essentials are absolutely barred. This makes for perfection of construction as against the delightfully rambling and freer style that prevailed with writers of an earlier school.

* * *

Somewhere in poetry, and best in poetry because there most concentrated and most penetrative, lies crystallized experience at hand for all who need it, says Professor Henry Canby, in the January "Harper's." It is not difficult to find, although no one can find it for you. It is not necessarily exalted, romantic, passionate; it may be comfortable, homely, gentle, or hearty, vigorous, and cheerful; it may be anything but commonplace, for no true emotion is ever commonplace. I have known men of one poet; and yet that poet gave them the satisfaction they required. I know others whose occasional dip into poetry leads to no rapture of beauty, no throbbing vision into eternity; and yet without poetry they would be less alive, their minds would be less young. As children, most of us would have flushed before the beauty of a sunrise on a tropic ocean, felt dimly if profoundly—and forgotten. The poet—like the painter—has caught, has interpreted, has preserved the experience, so that like music, it may be renewed. And he can perform that miracle for greater things than sunrises. This, perhaps, is the best of all reasons why every one except the emotionally senile should sometimes read poetry.

* * *

In an article entitled "The Hopes of the Hyphenated," George Creel, in the January "Century," asserts that the persistent refusal of the "melting-pot" to melt, as exhibited in the "hyphenated" question of the moment, is largely the fault of the United States Government and people. He points out the vital necessity of a Bureau of Distribution, without which the arriving immigrant is totally unable to discover where he is most needed and ought to go, and becomes the victim of abnormal conditions which he in turn perpetuates.

"The attitude of the average native-born American is one of superiority, contempt, and even hostility, making it difficult indeed for the immigrant to free himself from isolation or to gain direct contact with American life. In the textile towns of New England, the factory districts of the Atlantic seaboard, and the various mining communities, the immigrants are forced into colonies, and barred from participation in native affairs by a very definite wall of dislike and contempt. Even the churches make small effort to break down this barrier behind which the alien crouches, gazing sullenly at the land that has failed him in its promise of freedom and fraternity."

* * *

A new story entitled "Lady Connie," by Mrs. Humphry Ward, is now running in the Cornhill Magazine.

"After the War—Ruin or Prosperity?" is the title of a quite unusual article by Stephen Leacock in January MacLean's. He predicts—oh, quite a lot of things—and all of them more or less reasonable and logical but, of course, there is the whimsical Leacock touch through it all. Robert W. Service contributes a poem, "The Lark" that is typical of Service at his best. A short story by Alan Sullivan, "Porteous V. C.," being the story of a man who went to the front through fear, is an outstanding feature.

* * *

Contemporary Verse, another magazine devoted entirely to verse, will make its appearance in January. It will be published at 203 Chestnut Ave., Chestnut Hill, Philadelphia. Its first number will contain contributions by Hermann Hagedorn, Louis Untermeyer, Don Marquis, Robert Haven Schauffer, Joyce Kilmer, T. A. Daly, Leonard Bacon, William Rose Benét, Max Eastman, and several others. The editors are Howard S. Graham, Jr., Devereux C. Josephs, and Samuel McCoy.

* * *

A company has been formed in New York City to publish a magazine to be called the Russian Review. The Review, which is to be issued monthly beginning in February, is to be primarily informational; its founders believe that the books, pamphlets, and articles which appear upon Russian themes offer an adequate interpretation of her life. One section is to be devoted to Russia's social and political problems; a second is to treat of her literature and art; a third, of her economic situation; a fourth, of the war, and a fifth, of current events and news of general interest concerning Russia. We are promised a variety of translations from both the contemporary periodicals, and the past literature of the country. The editor of the Review is to be Leo Pasvlosky.

Publishers' Weekly.

MUSIC RECEIVED

Copies of the following have been received from the London music publishing house of Joseph Williams, Ltd.: "Stray Thoughts," by York Bowen; "Three Sketches," by E. Livens; "Sonatina Album," various composers. Pianoforte Music, book 1; Progressive Studies, book 1, grade 1 (primary); all of the foregoing being in the Berners Edition. Receipts is also acknowledged of copies of the following: "Valse Mignonne," for the pianoforte, by Thomas E. Dunhill; "Autumn Serenade," for the pianoforte, by Joseph Slater, and "Impromptu in C, op. 27, for the pianoforte, by Felix Swinstead.

From the Modellit Mfg. Co. of Bristol, England, comes a book of models and suggestions for modelling dealing with that firm's product known as "Modellit." In addition to giving some simple forms in which the fingers and thumb are used with little or no tool work required, the book sets forth an example of modelling in relief, including studies in colors.

"Mildew Manse," by Belle K. Maniates, is a cheerful tale of the trials and tribulations of the family who lived in the house, which gives the story its name.

Arthur Stringer Scores "Wild and Woolly" Novels

Ninety-Eight Per Cent. of Western Tales Not Typical of the Country—Revolt Coming Against "Foundry-Literature Gun-Toter."

MANY strange romances have been written about the West, both American and Canadian. But the strangest thing about them is the fact that practically all of them have been written by men whose "Lares et Penates," not to mention their typewriters, have remained in the East.

There is a reason for this. It permits the artist to be true to his art. It allows the romancer, as a rule, to follow his star without stubbing his toe on those disquieting actualities which leave your own country so much more commonplace than the jungled fastnesses of Senegambia! And constructive imagination is so much truer than fact. That truth cannot be better exemplified than by Hough's anecdote about Edward Kemeys, the American sculptor, who went to Europe and there chanced on a German artist hard at work painting a picture of our American buffalo. Kemeys promptly objected to the tail which the Teutonic artist, who had never visited America and had never seen a buffalo, was adjusting to this North American bison on canvas. It was, in fact, as ample and elongated as the caudal appendage of any Holstein-Friesian. But on that tail the German in question refused to compromise. "Der buffalo vass so big yet, he must have der tail big! Mein Gott, dat vass proportion! Der buffalo iss big: likewise der tail! Oddervise, he vass absurd!"

Somewhat the same attitude, I'm afraid, has been assumed towards our West. That romance which is known as "Western" first acquired its stamp in the days of Bret Harte and the Forty-Niners. And as nothing is more imitative than fiction, the stamp has stuck. Yet popular romance and the magazine story, and its step-daughter the moving-picture drama, are to-day about as just to the West as the stage Irishman of twenty years ago was just to Ireland. From the "movies," of course, we must not expect too much, for one's mind at the "movies" rather puts on its slippers of inconsequentiality and toasts its toes before the embers of illusion. But just why such a great proportion of our written stories of western life should evolve into dyed-in-the-wool melodrama seems more than the psychologist can answer. As a Canadian naturally proud of his country I have not infrequently fallen to wondering what it is about the foot-hill country, for instance, that seems to convince every ninety-eight authors out of a hundred that life in that particular domain holds no problems and embraces no vicissitudes which can't be promptly and completely settled by a six-shooter. It's at least an enigma worth thinking over. Life in the West, as we see it mirrored in these popular romances, still has the charm of that suggestively Prussianized mediævalism where Might is always Right. It seems to be mostly a matter of geography. Yet it still rather puzzles the inquiring mind why this fiction of ours, once it has crossed the One-Hundred and Tenth degree of longitude, should so habitually forget that man has a soul, should so airly overlook that our Dominion has its duly established machinery of justice, and should so confidently divide the human race into either the blackest of villains or the purest-hearted of heroes. For men, as we know them, aren't altogether made that way. Hamlet, emigrating from Elsinore to Alberta, would become a whiskey-runner intriguing against the chief factor's daughter before you could so much as say Jack Robinson. And Marcus Aurelius, once a hundred miles West of Winnipeg, would be wearing a black mask and going through the mail-pouches on the Transcontinental Limited.

The West has accepted this, it may be argued. But it has accepted it only because it has been too busy growing wheat and building fences and making roads to take time off to run down its defamers, just as it has been too busy making farms and cities to make its own fiction-writers. But some day, I venture to assert, there is going to be a revolt out in that country, a revolt against the foundry-literature gun-toter, against the scowling Breed and his six-shooters, against the boreal Supermen who claw each others eye-sockets along the banks of the Yukon. It may not be as spirited a revolt as that which the Celtic Societies inaugurated against the monkey-faced Irishman of vaudeville when they egged the Russell Brothers off the stage of America. But some day a few millions home-makers in our Canadian West are going to get tired of being sensationalized. They are going to point out that their country is not altogether made up of gun-men and claim-jumpers and vengeful Indians and cattle-rustlers and brand-lifters and mounted cut-throats and powder-burning halfbreeds and reptilious-minded trappers and coy school-teachers being wooed by square-jawed stage-drivers in Stetsons and leatherette panties. When our Westerners have a craving for gun-shooting, in fact, they have to descend on New York and dig out a gangfight somewhere down on the East Side. At home, it seems to me, they are too busy breaking sod and building shacks and subdividing prairie town-sites to bother about the perpetuation of life-feuds and the abduction of young ladies on property-room pintoes.



ARTHUR STRINGER

As I have already hinted, there is a reason for all this powder-burning in our foundry-made type of magazine romance. The first is that the thing is a habit, an iniquitous hang-over from the frontier days of the Forty-Niner. The other, I think, dwells in the fact that the territory in question lies so adequately remote from the people who feed on this fiction, the same as they feed on Russian caviar from the ports of Lake Erie, that they care little whether it is true or not. As Tacitus tells us, what is seen at a distance is most respected. The far-off field always allows for "plenty big Ju-Ju," as they say in Senegambia. Or, in other words, the farther away from the state the louder the cry of "California pears!" By this I mean that the mere adventurer of the ink-pot, must seek a stage where the strings that work his worn old puppets of romance can not be too plainly seen. And if distant fields look green, they are more than emerald to the motion-picture director.

Popular fiction, being the stork that carries the babe of illusion in his bill, must always wade, I suppose, along the shallows. But the real romance of our West, I venture to assert, is not in its sad old rubber-stamp types of twenty years ago, the worn old types of the gun-man and the flannel-shirted sheriff and the tin-horn gambler given over to red-eye and revenge. That may remain living grist for the metropolitan "movies", but outside of those nurseries of naive antiquities they are as dead as the bullrushes that hid the baby Moses. The true romance of our West of to-day lies in its spectacular epic of suddenly turning half a continent of wilderness into a garden of hope and plenty, of making an empty prairie the granary of the Empire, of blasting wealth and warmth out of our sullen Rockies. And it seems to me there's a heap of latent drama in our latter-day North-West slogan, material as it sounds, of "A Billion Bushels Or Bust!" The foundry-hand fictioneer, however, cannot yet quite realize it. That, alas, would mean the making of new moulds. And the old forms are much easier to handle. A billion bushel yield of November-One Hard may be a fine economic ideal, but it's not as easy to visualize as the rounding up of a horse-thief. There's a difference, however, and it's the difference between a Synge and the Russell Brothers, the difference between Booker Washington and "Uncle Tom."

Before the romancer of western life can realize that difference, of course, he will have to be on the ground. And since the fiction-field of the West seems to be a sort of monumental absentee-landlordism, with the pot-boiling Easterner doing most of the romancing, it is only natural that his output, to put it mildly, is remarkable for what might be termed a monumental evasion of the complex. He seems to have been too busy in the inky stampede for thrills to think of giving our Westerner a soul. But our Westerner, in the meantime, is getting rather tired of powdersmoke, and he is going to get a soul under his flannel-shirt, or make somebody swing for it.

STANDARD LITERATURE

"Look through my newspaper and you will find many enticing bids for your spare time and your spare change," says the Saturday Evening Post, editorially. "The theatre with paid advertisements and columns of gossip and pictures printed as news, is always inviting you and, broadly speaking, always getting you. In open weather there is an ever-standing and ever-eloquent invitation to the baseball park. You are constantly made aware that there is much pleasure in machines which reproduce the human voice and instrumental music. The enjoyments of moving pictures are daily represented to you. Words and pictures continually suggest the fun you can have with an automobile. Railroads and hotels are always talking to you through the printed page of the allurements of travel.

Amid this powerful chorus of invitations the most dependable and enjoyable recreation known to man—acquaintance with permanent literature—makes only an occasional thin chirp. Once a week, perhaps, there will be a few advertisements of books, mainly new novels, and a couple of columns of comment thereon. That drama, sports, travel, music, and much else, are contained in the pasteboard covers of certain old books is not mentioned.

Mr. Carnegie invested a hundred million dollars or so in libraries. The investment of one-twentieth of that sum in the best means that could be devised for getting people into that part of the libraries containing standard literature would go a long way toward doubling the social value of the donation."

Literature of the War

New Books Continue to Come Dealing With the Conflict and Questions Arising Out of It.

A war book which has been attracting a great deal of favorable attention is Ian Macolm's "War Pictures Behind the Lines," the second edition of which has been brought out by the English publishers.

A vivid and impressive narrative of what German frightfulness means to the civilian population is the book entitled "The Irish Nuns at Ypres: An Episode of the war," edited by R. Barry O'Brien. The book has an introduction by John Redmond.

The speech of the Right Hon. H. H. Asquith, delivered in the British House of Commons on November 2, has been published by authority in booklet form at one penny.

"In Khaki for the King," comes from W. & R. Chambers, Ltd., Edinburgh. This is a tale of the Great War by Escott Lynn, with six illustrations by Norman Ault. It is a thrilling, interesting story, with some valuable war information.

"Germany in Defeat," a new book by Count Charles de Souza and Major Haldane MacFall, sets forth the view that strategically Germany was defeated last autumn and discusses the factors determining the length of the conflict.

Alexander Powell the noted war correspondent has a new book entitled "Vive la France," recounting his experiences in his second visit to the front.

An important new book dealing with the historic retreat from Mons is Douglas Sladen's "The Undying Story."

Frederick Palmer, author of "My Year of the Great War," will give an illustrated lecture at Massey Hall, Toronto, on Wednesday, January 26th. The moving pictures to be shown were loaned to Mr. Palmer by the British and French Governments. This is one of a series of lectures which he will give in Canadian cities and they will naturally have the effect of gaining further attention for his book of the war.

Sir Evelyn Wood's book "Our Fighting Forces" which was to have been published in the Autumn, will be brought out this month.

Another book that will command wide attention and create a great deal of discussion is "The Secret Memories of Frau Krupp, to appear this month.

"The Kangaroo Marines," to be published this month, will deal with the Australian contingent at the Dardanelles.

British Columbia Librarians

Annual Meeting of the Provincial Association—New Act Wanted, Modeled Upon That in Force in Ontario Affecting Public Libraries—To Discuss National Library for Canada at Next Meeting

AT the fourth annual meeting of the British Columbia Library Association held at the new Provincial Library, at Victoria, on Dec. 14th, some discussion took place with reference to the existing Public Libraries Act, which was now out of date. A new bill, based on model measures now in force in Ontario and the United States has been prepared by a committee of the association, and it is hoped that the Provincial Government will see its way to adopt the new bill in its entirety and so pave the way for a great advance in library work and enterprise throughout the Province. To this end a small committee consisting of E. O. S. Scholefield, Provincial Librarian and Archivist, D. L. MacLaurin, of Victoria, and Judge Howay, were appointed to take up the matter with the Government.

Arising from a letter to the president from Lawrence J. Burpee, of the International Joint Commission, Ottawa, the question of a national library for Canada was introduced, but the hour being late a full discussion of the subject, which is of the utmost importance, was postponed until the next meeting of the association.

Office bearers as follows were appointed for the ensuing year: Honorary president, Hon. W. J. Bowser, K.C., LL.D.; president, E. O. S. Scholefield; vice-president, John T. Collins, Salt Spring Island; secretary, John Hosie, Provincial Library; treasurer, Miss Mary Stewart, Victoria Public Library; councillors, His Honor Judge Howay, New Westminster; Herbert Skinner, Nanaimo; Miss Burnett, Miss Russell and Miss Wolfenden, Provincial Library; Mrs. Hutchison, Prospect Lake; Herbert Killam, Provincial Library; D. L. MacLaurin, principal of the Normal School, Victoria, and F. G. C. Wood, of the University of British Columbia.

The treasurer submitted a statement of the finances of the association, showing a balance in hand of $9.25. The chief item of expense during the year had been the entertainment of a party of eighty-one American librarians, who visited the city and its environs on June 14. The party spent an interesting hour in the new Provincial Library, where the visitors were agreeably astonished to find such a magnificent collection of books, maps, charts, etc., and the size, arrangement and general equipment and furnishing of the library aroused their interest and admiration. The whole party was taken for a drive round the city.

With regard to the aims and objects of the association, it was felt that a more aggressive programme to advance the cause of the public libraries movement in the Province should be inaugurated at once, and a publicity committee consisting of Miss Burnett, Miss Clay and Mr. Forsyth was appointed with powers.

* * *

ADVOCATE TRAVELING LIBRARIES

Rev. D. M. Solandt, Rev. Dr. A. B. Baird, Rev. Dr. David Christie, and Geo. H. Greig, were the members of a deputation which waited upon the Manitoba cabinet on Thursday, Dec. 30, to urge on the government adoption of the principle embodied in a resolution passed by the Manitoba Union of Municipalities in regard to the establishment of traveling libraries. None of the members had anything to say about the result of the conference.

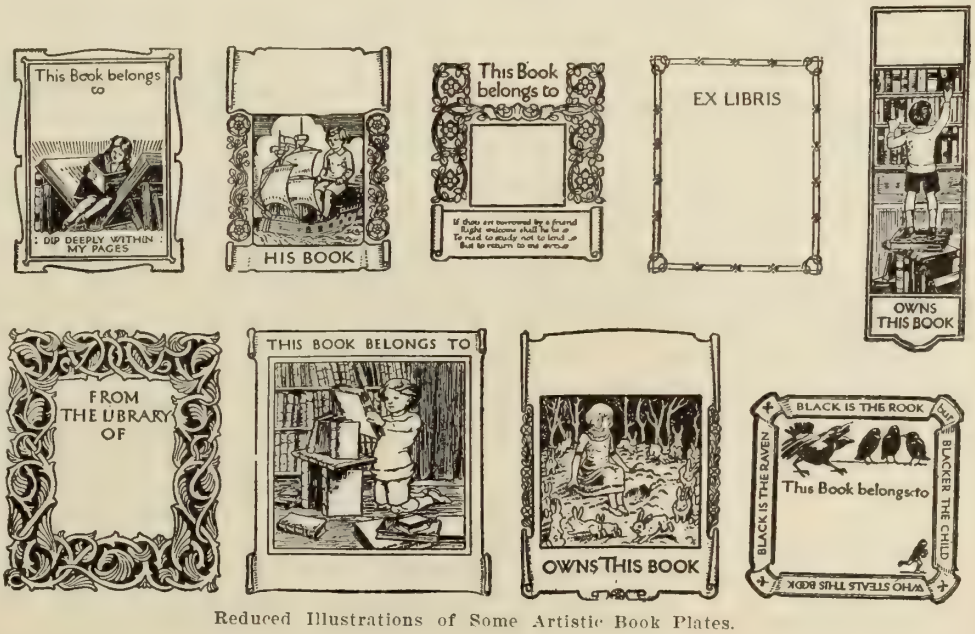
* * *

"The man who needs the library most is the one who draws a book with as much reluctance as he draws a revolver." This was one of the pointed remarks of Dr. Slosson, editor of the New York Independent, at the annual meting of the New York Library Association and it brought forth this comment in The Dial: "The man who most readily draws his revolver is the very one who most needs the civilizing influence of the library." Another of Dr. Slosson's epigrams was "The least valuable volumes in the library are those with the finest bindings; the most valuable are those with no bindings at all."

W. L. George, the English author, tells in "The Stranger's Wedding," of man who, disgusted with the shams of settlement work, marries beneath his class. The young people find that love is not all that is necessary to happiness and with much psychological subtlety, the author tells of their reversion to their respective spheres.

MORE ABOUT BOOK PLATES

Although the custom of attaching personal book plates to the volumes in one's library is an old one, it is not followed out to nearly so great an extent as it would be were these book plates more prominently featured by booksellers. Book plates encourage the feeling of companionship which is one of the chief joys of the booklover. An illustration is presented herewith showing some attractive designs in book plates. These are of the variety put up by a Toronto firm, fifty of one design in a box, designed to retail at 35c a box.



Reduced Illustrations of Some Artistic Book Plates.

Monthly Record of New Books

Published by Firms Established in Canada

FICTION.

Published by Cassell & Co.

The Dust of Life, Joseph Hocking, cloth, $1.25; Quicksands, B. M. Croker, cloth, $1.25; The Golden Scarecrow, Hugh Walpole, cloth, $1.25; The Rose of Youth, Elinor Mordaunt, cloth, $1.25; A Tight Corner, A. W. Marchmont, cloth, $1.25; The Yellow God (Pop. Ed.), H. Rider Haggard, cloth, net, 50c.; A Woman's Love (Pop. Ed.), Silas K. Hocking, cloth, net, 50c.; A Tall Ship, Bartimeus, cloth, net, 35c.; The Kangaroo Marines, Capt. F. W. Campbell, cloth, net, 35c.

Published by Copp, Clark Co.

Wood And Stone, John Cowper Powys, cloth, $1.50.

Published by The Macmillan Co.

As Others See Us: Being the Diary of a Canadian Debutante, by 'Goosequill,' cloth, $1.25; The Rocky Road to Dublin: Adventures of Seumas Beg, Stephens, James, cloth, $1.00.

Fiction.

Published by McClelland, Goodchild and Stewart

Midsummer Magic, Walter Bamfylde, $1.35; David Penstephen, Richard Pryce, $1.25; Homo Sapiens, Stanislaw Przybyszewski, $1.50; Taras Bulba, N. V. Gogol, $1.25; A Rogue by Compulsion, Victor Budges, $1.35.

NON-FICTION

Published by Cassell & Co.

Life of Lord Strathcona, Beckles Willson, (Biography), cloth, net, $5.00; Recollections and Reflections, Bishop Welldon (Autobiography), cloth, net, $2.50; My Own Past, Maude M. C. Ffoulkes, (Autobiography), cloth, net, $3.00; Sovereigns and Statesmen of Europe, Radziwill, Princess, (Recollections), cloth, net $3.00; Samuel Coleridge Taylor, Musician, W. C. Berwick-Sayers, (Biography), cloth, net, $2.25; Russia of To-day, John Foster Fraser, (Travel), cloth, net, $1.50; The Seven Ages of Woman, Dr. Mary Scharlieb, (Social Science), cloth, net, $1.50; Is God Dead? Newman Flower, (Gen. Lit.), cloth, net, 35 cts.; Red Cross Cookery Manual, (Hygiene), limp cloth, net, 35 cents.

Published by Copp, Clark Co.

The Canadian Almanac, Edited by Arnold W. Thomas, cloth, $1.00.

Published by The Macmillan Co.

Making the Movies, E. A. Dench, cloth, $1.25; The Way of Martha and the Way of Mary, Stephen Graham, cloth, $2.00; Pioneer Life Among the Loyalists in Upper Canada, W. S. Herrington, cloth, 60 cents; The Military Unpreparedness of United States, F. L. Huidekoper, cloth, $4.00; The Art of the Moving Picture, V. Lindsay, cloth, $1.25; The Problem of Knowledge, D. C. Macintosh, cloth, $2.50; Fields of Fame in England and Scotland, J. E. Wetherell, cloth, $1.25; The War and The Jew, Rev. S. R. Rohold, cloth, 25 cents.

Non-Fiction.

Published by McClelland, Goodchild and Stewart

Aunt Sarah and the War, 75 cents; Reminiscences, Lyman Abbott, $3.50; Luther Burbank, His Life and Work, Henry Smith Williams, LL.D., $2.50; Life of John Hay, 2 vols., Wm. Roscoe Thayer, $5.00; The Fiendian Wish, Edwin B. Holt, $1.25; Feminism in Germany and Scandinavia, Katharine Anthony, $1.25; Costumes and Scenery for Amateurs, Constance Darcy MacKay, $1.75; Travels in Alaska, John Muir, $2.50; Some Stories by Famous Men, 50 cents; Three Things, Mary Raymond Shipman Andrews, 50 cents; Shakespeare Explained, Forrest S. Lunt, A.B.A.M., 60 cents; The Romance of Sorcery, Max Rohmer, $2.50; Ideals and Realities in Russian Literature, Prince Kropotkin, $1.50; Four Plays, Emile Angier, $1.50; The Russian Problem, Paul Vinogradoff, F.B.A., 75 cents; Marriage Revolt, Wm. E. Carson, $2.00; Wild Flowers of North American Mountains, Julia W. Henshaw, $2.50; The Home Book of Verse for Young Folks, Burton E. Stevenson, $2.00; The House on Henry Street, Lillian D. Wald, $2.00; The Mexican Twins, Lucky Fitch Perkins, $1.00; T. Haviland Hicks, Sophomore, J. Raymond Elderdice, $1.25; The Freshman Danny, Walter Camp, $1.25; Partners of the Forest Trail. C. H. Claudy, $1.00; Jack Race at Boarding School, Capt. Harry Hale, 40 cents; Jack Race's Baseball Nine, Capt. Harry Hale, 40 cents; Jack Race, Speed King, Capt. Harry Hale, 40 cents; Jack Race on the Ranch, Capt. Harry Hale, 40 cents; Jack Race, Air Scout, Capt. Harry Hale, 40 cents.

A CORRECTION

In the December number the book "Common Diseases of Farm Animals," by R. A. Craig was wrongly listed the word "Fur" instead of "Farm" being used.

A BOOK ON VAUDEVILLE

For an author to find an absolutely new field in bookdom is a rare achievement nowadays. For him to chart his own way across that field with precision and lead readers to follow his every step with absorbing interest is even more unusual. In *"Writing for Vaudeville," Brett Page has performed both of these notable feats, with nothing short of distinction. This book covers the whole field in a most thorough way. Beginning with a brief and readable account of the origin of vaudeville, the author passes on to a careful analysis of the nature of the monologue, and then shows precisely how monologues are written, giving the most expert advice, both from his own large experience as a vaudeville author and from the words of unusually successful writers like Aaron Hoffman, and that delightful monologist, Frank Fogarty.

* From the Home Correspondence School, Boston.

PLAY WRITING TECHNIQUE

Charles Andrews has written a book entitled, "The Technique of Play Writing," (Boston, The Home Correspondence School,) which is entirely untechnical in statement and yet is full of detail and concrete guidance in all the subjects of play making, from the selection of the theme to the final placing of the manuscript in proper form. He even goes fully and practically into all the methods of marketing a play. These twenty chapters not only present the accepted principles of dramaturgy which have been drawn from observation of the most successful dramatic practice, but they fully illustrate every phase of the art by apt references to plays which the average reader is pretty sure to have seen. There is a meritorious introduction on "The Modern Play," by Dr. J. Berg Esenwein.

WELDON ROBERTS RUBBER ERASERS

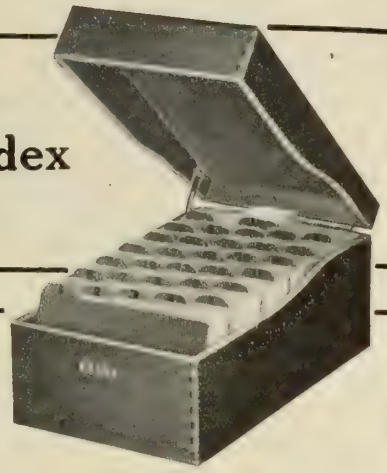
The Weldon Roberts Rubber Erasers represent the highest achievement in eraser making and their appearance is indicative of their fine quality.

ERASERS IN ALL STYLES FOR ALL PURPOSES

The name WELDON ROBERTS on Rubber Erasers is the MARK and the GUARANTEE of the *finest quality*

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

Peerless Card Index Outfits



A neatly constructed time-saving card index that will appeal strongly to every wide-awake office man.

Substantially made of quartered Oak, Antique Finish, Beech Natural Finish, and Beech Mahogany Stained.

Each tray is fitted with a steel follower.

Alphabetical Outfit consists of 1 tray and 1 set of 25 A-Z guides.

Monthly and daily outfit consists of 1 Tray, 1 set (12) monthly, 1 set (1-31) Daily Guides.

Write for full particulars.

The Globe-Wernicke Co. Ltd.
STRATFORD, ONT.

Newsdealer! Take Notice!

5,000

Facts About Canada

JUST ISSUED

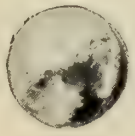
THE 1916 EDITION

Of this invaluable cyclopedia of everything pertaining to Canada's commerce, growth, agriculture, area, railways, banking, education, transportation, etc. Special chapter of Canadian War Facts. Outline maps of Canada for three centuries.

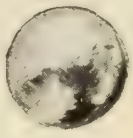
Compiled by FRANK YEIGH

Order at once from your news company

THE CANADIAN FACTS PUBLISHING CO.
588 Huron Street Toronto, Canada



TOY MARBLES



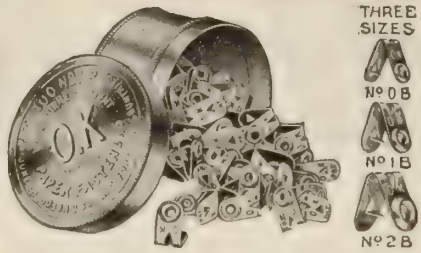
A. & L. BRAND

High in Quality Low in Price

Write for booklet with bottom prices to jobbers.

ALBRIGHT & LIGHTCAP CO.
RAVENNA, OHIO, U.S.A.

THE WASHBURNE "O.K." PAPER FASTENERS



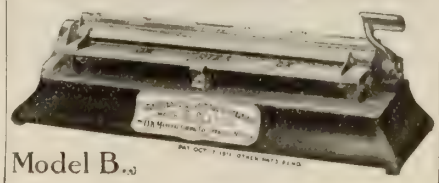
The Washburne "O.K." Paper Fasteners are **easily put on** or taken off with the thumb and finger; can be used repeatedly and *"they always work."* Brass in brass boxes of 100 fasteners each. **Holds with a Sleeve Protected Point that Pierces**

Attractive, Compact, Strong, no slipping — never !!

On in a flash — "Bull Dog" grip

THE RIES "O.K." LETTER OPENER

75% Time Saved — Handy — Easy to Operate
No Adjustments — Always in Order
Guaranteed Two Years
Hand and Electric Driven Power Machines



Model B.

The Ries "O.K." Letter Opener has the advantage of few parts. It removes only ten one thousandths of an inch from the envelope, therefore, the liability of cutting enclosures is virtually impossible. Made in 3 sizes, each size adapted to easy handling for desk use, average weight 6 lbs.

THE SANITARY "O.K." ERASERS

The Most Practical Erasers for Everybody



The Sanitary "O.K." Eraser includes an **Adjustable Metal Holder** which keeps Rubber **Clean, Firm and Keen-edged;** *works better and lasts longer.* Two Rubbers are made, one for Typewriter and Ink, one for Pencil. **By slight pressure clean Rubber is fed down until used;** its narrow edge allows a letter or a line to be erased without injuring another.

GOLD MEDAL AWARDS! PANAMA-PACIFIC INTERNATIONAL EXPOSITION

These products wherever shown, receive the highest endorsement whether at expositions or in the offices of business men.

"O.K." Products are high grade and universal sellers—We control all patent rights.

Full particulars, illustrative and descriptive literature on request. *Liberal Discounts*

O.K. TRADE MARK REG. U.S. PAT. OFFICE

THE O. K. MFG. CO., SYRACUSE, N.Y., U.S.A. SOLE MAKERS

There is Big Money in Automatic Card Printing



The Automatic prints while you wait Business and Calling Cards, Tickets, Invitations Announcements & many others. **Prints 100 per minute, 6000 per hour.** Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd., CHICAGO

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.

PATRIOTIC SONGS

WE HAVE ALL THE BEST SELLERS

Standard Prices 35c and 40c

"Somewhere in France," by Herbert Ivey, the most successful of the new English songs

"Carry On" - - - - - - - - Elsa Maxwell
The Call to Arms - - - - Jack Thompson
(new version)
Admiral's Broom - - - - - Frederick Bevan
Heroes and Gentlemen - - - - Frank Peskett

Popular Price, 15c.

We'll Never Let the Old Flag Fall. 50,000 Sold
By Order of The King. New
Soldiers of The King - - - - - Leslie Stuart
Call of the Motherland - - - - Ed. W. Miller
Canada, Fall In - - - - - Ed. W. Miller

ANGLO-CANADIAN MUSIC CO.
144 VICTORIA STREET TORONTO, ONTARIO



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL
PANAMA-PACIFIC EXPOSITION

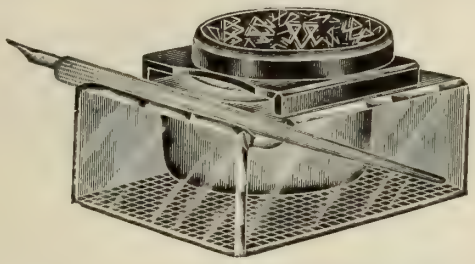
This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by ourselves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK



Paragon Line of **INKSTANDS**, with Slide Covers, in great variety.

Manufactured by

Frank A. Weeks Mfg. Co., 93 John St., New York

Can also be had through any Canadian Jobber

CARDS—CARDS

Menus, Ball Programs, Invitations, Gold Bevelled Edges, Deckle Edges, Tinted Bordered Cards, Silver Bevelled Cards. I can supply all kinds of Gold Bevelled, Gilt Edge Cards in any quantity, at the shortest notice.

SEND FOR SAMPLES AND PRICES.

I DO NOT IMPORT—I MANUFACTURE.

BEVELLING — GILDING — EMBOSSING

COPPERPLATE PRINTING.

JOHN BRADFORD

CARD MANUFACTURER,
EMBOSSER, PRINTER

70 Lombard Building TORONTO

SPENCERIAN STEEL PENS

Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.



"We realize the great help which this case is in pushing the sale of ELDORADO against . . . . Since its arrival, we have had a very gratifying sale."

"It's skeletonized, gold-bronze metal frame, with glass panels. Contains one dozen each of fourteen perfect grades of ELDORADO, "the master drawing pencil," upon removable trays. Contents always visible for both customer and stock clerk. Best and most sanitary pencil selling help. Trade No. 1180. Write for price to

JOSEPH DIXON CRUCIBLE COMPANY

JERSEY CITY, N. J.

"THE BOOKLOVER"

A CANADIAN LITERARY REVIEW

is rapidly coming to the fore because of its interesting presentation each month of news about books and writers.

Contributions from these Canadian Authors will appear in the January Number:

ARTHUR STRINGER
STEPHEN LEACOCK
AGNES C. LAUT
L. M. MONTGOMERY
ROBERT J. C. STEAD
"JANEY CANUCK"

THEY WILL DISCUSS THE QUESTION

What are the six best novels in the English Language?

Other Contributions on this subject will follow in the February issue

THE BOOKLOVER

will keep you posted on what is new in the book world, especially featuring books about Canada and by Canadian Authors.

Subscription Rate $1.00 a Year

SEE SPECIAL OFFER BELOW SIX MONTHS' TRIAL FOR 25c

CLIP THIS COUPON

To the MacLean Publishing Company, Limited
143-153 University Avenue, Toronto, Canada

Send **"The Booklover,"** a special six months' trial subscription for 25 cents enclosed herewith.

Name.....

Address.....

"Just the Kind of Paste I Have Always Wanted"

"I think CICO is great. It's always ready to use and never dries or hardens in the jar. And I never get my fingers sticky when using CICO."



No. 724. 5-oz. Jar.

Thousands of people are praising

Carter's CICO

the new liquid paste, and inquiring from their dealers if they have some to sell.

The new desk jar is the finest paste container produced.

The thinner you spread it the quicker it sticks.

The Carter's Ink Co.

356 St. Antoine St., MONTREAL, CAN.

EATON, CRANE & PIKE CO.

Prosperity

From authoritative sources it is stated that the country is now entering upon a period of pronounced business activity.

Especially active are the retail trade centers where business is reported brisk with promise of so continuing.

In anticipation of your increased business we simply mention

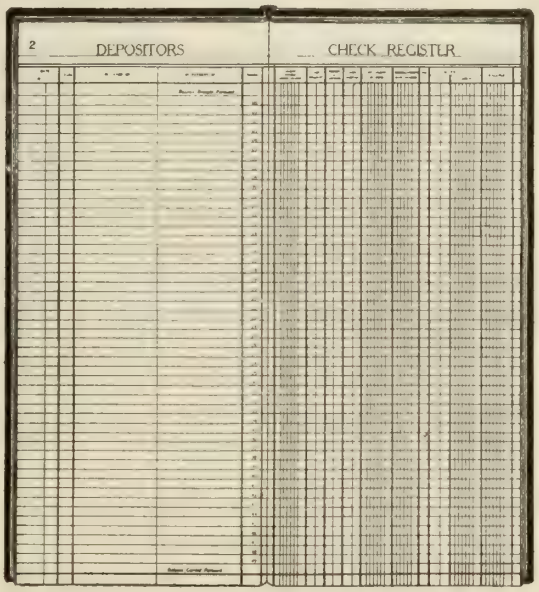
Crane's Linen Lawn

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

Toronto Office: 266-268 King St. W.

Shows Bank Balance at a Glance



No. 1416½

Depositor's Check Register

The need of a check and voucher that would keep tab on bank records and promote the greater efficiency, has at last been realized in the new B. & P. Depositor's Check Register. Size 6¾ x 15¾ inches. Bound Red American Russia Back and Corners, Black Cloth Sides. Made in the following thicknesses:

1,000 names,	3,000 names,
2,000 names,	5,000 names.

Write for discounts and complete outfit of catalogues embracing both our lines of blank books and loose-leaf devices it you haven't them on hand.

Boorum & Pease Co.

Makers of

"STANDARD" BLANK BOOKS AND LOOSE LEAF DEVICES

Standard BLANK BOOKS

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

SALESROOMS:
109-111 Leonard St., New York.
Republic Bldg., Chicago, Ill.
220 Devonshire St., Boston, Mass.
4000 Laclede Ave., St. Louis, Mo.

Standard BLANK BOOKS

Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Ltd., Toronto, Canada; McFarlane, Son & Hodgson, Ltd., Montreal, Canada.

VERDIER
LIMITED

Printers & Publishers of

CHRISTMAS CARDS
CALENDARS
EASTER & BIRTHDAY CARDS
MENU & NAME CARDS
DANCE LISTS & PARTY INVITES
SACHET GREETING NOVELTIES
PRIVATE GREETING CARDS

British Manufacture

TRADE MARK

Speciality: Floral Colour Gravure Cards
DAINTILY PERFUMED
BLANKS & PRINTING FOR PUBLISHING TRADE
in exclusive processes

All enquiries direct to VERDIER LTD.
18 CHRISTOPHER STREET · LONDON · E.C.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

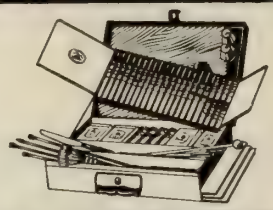
Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: **Chicago, London** | **271 Ninth St. BROOKLYN, N.Y.**

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

HOLD THE LINE



(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

Supplied by all the leading wholesale houses in Toronto and Montreal

THE HARBISON COMPANY, 1269 BROADWAY NEW YORK CITY

INCORPORATED



The most complete line of Dainty Made and unusual Greeting Cards for Christmas and other seasons in engraved and hand-colored.

We have new designs, new dies and new ideas on which the dealer makes 100%.

Send for sample assortment and satisfy yourself as to the attractiveness and quality of these cards.

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not beleive the world is round because the ancients said it was flat.

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by
THE MORDEN MFG. CORPORATION
Waterbury, Conn.

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company
85 Fulton Street, New York City

carry a large stock of

German, French, Spanish and Italian Grammars

of the

Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.



Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.

Made in America.
Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Glor," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

Standard Commercial Works

CANADIAN CUSTOMS TARIFF HAND BOOK. Enlarged and revised to date. .....Price, $1.00

MATTE'S INTEREST TABLES at 4 to 10 per cent. .....Price, $3.00

MATTE'S INTEREST TABLES at 3 per cent. .....Price, $3.00

HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent. ....Price, $5.00

HUGHES' SUPPLEMENTARY INTEREST TABLES .....Price, $2.00

HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, $1.00

HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.....Price, $1.00

BUCHAN'S STERLING EXCHANGE TABLES .....Price, $4.00

BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, $4.00

BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advance .....Price, $2.00

IMPORT COSTS. A new Advance Table ....Price, $1.50

THE IMPORTER'S GUIDE. Advance Tables ....Price, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

N.B.—The BROWN BROS., Ltd, Toronto, carry a full line of our publications.

BUYERS' GUIDE

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
D.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

...ston, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

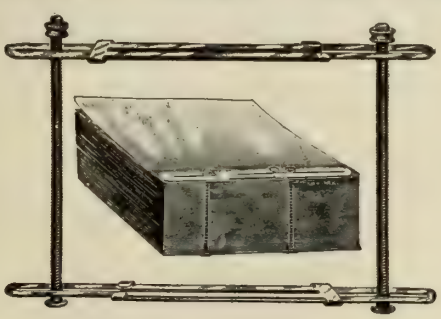
PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**



He is SO Happy Modelling with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odourless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD in this paper



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

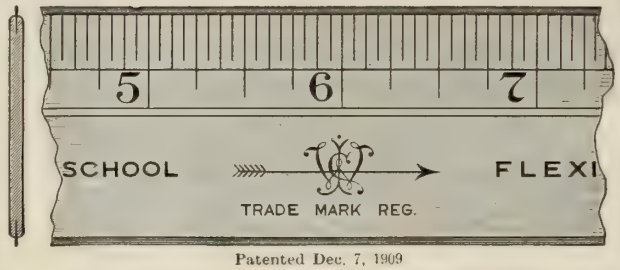
Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

RULER MAKERS EXCLUSIVELY

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street NEW YORK

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 105, Bookseller and Stationer.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

WHOLESALE AGENTS WANTED IN Montreal, Winnipeg, Ottawa and Vancouver, to carry my exclusive lines of gilt-edged, beveled and tinted bordered cards, manufactured solely by me; good commission to reliable representatives. John Bradford, 70 Lombard Building, Toronto.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

SALESMAN WANTED—OPPORTUNITY FOR energetic young man as traveller with a publishing house. Address, stating age, experience and references. Henry Altemus Company, 1326-1336 Vine Street, Philadelphia, Pa.

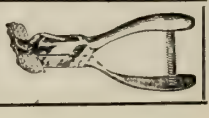
HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto — 52 Can. Life Bldg. Montreal

TICKET and CONDUCTOR PUNCHES
THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



Sell Quality Carbon

—the carbon that gives all-round, satisfactory service. All that human ingenuity could accomplish towards producing a carbon of peerless quality has been done, with the result that our carbon paper has been designated the "best in the world."

The new box with its strikingly attractive design will, if possible, enhance the selling value of this popular line.

A stock of our quality carbon will prove a quick-selling profit-producer. Stock them for better customer-satisfaction and bigger profits.



The Quality Carbon

The Best Produced in the World

MITTAG & VOLGER, INC.

Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

EAGLE LOOSE SHEET HOLDER



Handy and Inexpensive

IT is impossible to here list all the uses of this quick-acting and easy-selling Eagle Holder. It is enough to say that any office man who sees one will devise numerous uses for others. The bindings are Light Blue Tag Board, Imported Gray Marble Flexible Board, and Black Straight Grain Texoderm, flexible with imitation cloth lining. It is made in 4 sizes. A slight pull locks it open—a light pressure closes it. Sheets are securely gripped. Order a trial dozen of each size and binding.

This is a good New Year Specialty.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

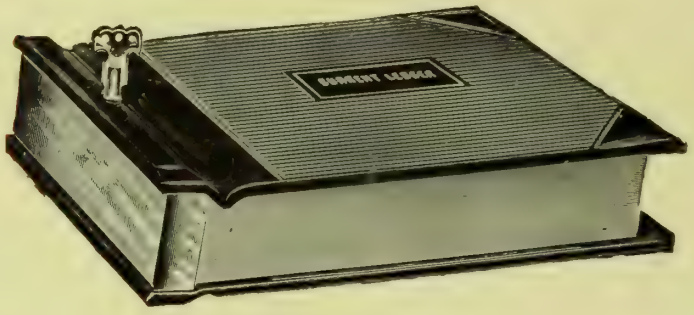
9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

Extend to the Trade their thanks for liberal patronage during the year 1915 and their best wishes for a Prosperous New Year.



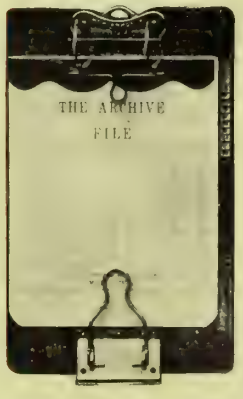


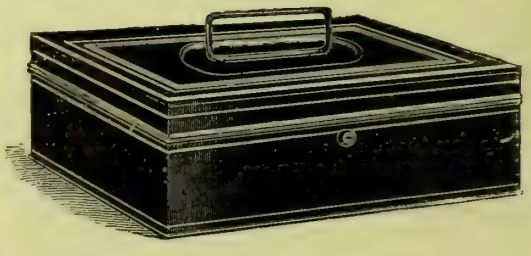
OFFICE SUPPLIES

Look Up Your Needs in the Following

Loose Leaf Ledgers
Loose Leaf Binders
Loose Leaf Price Books
Card Index Cabinets
Card Index Supplies

Archive Files
Archive Binding Cases
Vertical Filing Cabinets
Blank Books of All Kinds
Typewriting Papers
Carbon Papers, etc., etc.





Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, FEBRUARY, 1916 No. 2

Dealers Profit

most by selling fountain pens that carry a liberal margin for the seller, and give perfect satisfaction to the user. The

Sanford & Bennett

AUTOPEN

is a high-grade, self-filling pen, which we have priced so low that dealers can sell it at the price of an ordinary pen and still retain a more than ordinary profit. It pays to sell it.

Write for prices and discounts



Users Benefit

every time they purchase an S. & B. Autopen. It gives such superior service that customers who purchase one are sure to recommend it to others. The

Sanford & Bennett

AUTOPEN

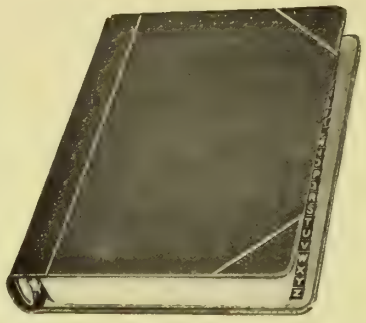
is made from the best materials obtainable—that is why it gives such pronounced satisfaction. Its mechanism is simple and reliable—that is why people like to write with one. Increasing orders show its growing popularity.

Write for prices and discounts

Sanford & Bennett Co.

51-53 Maiden Lane, New York

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, TORONTO, ONTARIO



Ring Books

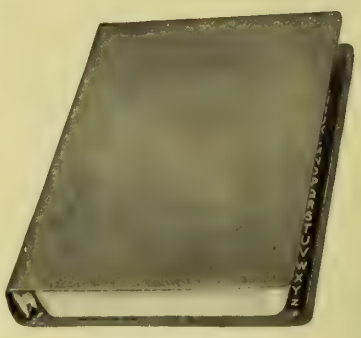
are used in every office and can be used in every home

ARE YOU SELLING YOUR SHARE?

LET US HELP YOU

We can supply five styles of bindings from stock. All are

MADE IN CANADA and made RIGHT



STERLING

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria St. Dept. S. Toronto, Ontario

STERLING

AFTER THE FIRE

When you read this we will be settled once more at 38 to 42 Clifford St., with everything brand new.

Our travellers will be out on their respective routes, the new Catalogue will be on the Press.

The lines we are showing are Xmas and New Year Post Cards, Booklets and Novelties.

Easter, St. Patrick and Valentine Post Cards and Booklets

Pennants, Cushions and Souvenir Novelties.

Battalion Pennants and Cushions a special feature.

Patriotic Calendars in Art Process work on felt.

Soldiers' Belts, Mirrors, Button Sticks, etc.

Swagger Sticks, Canes and Whips.

Purses, Playing Cards, Specials in Toys.

Persian Ivory Jewellery.

Emerson Phonographs to retail at $5.00.

Emerson Records to retail at 15c, 20c, 35c and 40c.

A Toy Phonograph that retails at $1.00 with one record.

A big range of Novelties and Specialties.

Pugh Specialty Co.

LIMITED

38-42 Clifford Street - Toronto, Ont.



He is SO Happy Modelling with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odourless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

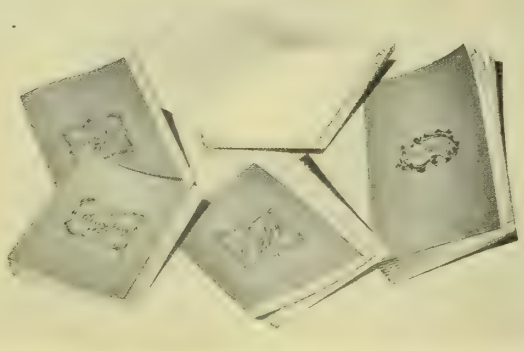
will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Write Us for Samples and Particulars TO-DAY

MODELLIT MFG. CO., 19 Brunswick St., Bristol, England

Telegrams: "Modellit, Bristol," England



Two of Globe-Wernicke's Best

—The Kind that Will Appeal to Your Best Customers

Every Day, and Legal Blank Files are both substantial and attractive, possessing many superior points which will recommend them to the office man who knows.

Papers may be filed by names, or the lettered tabs serve as an index to the use of the various compartments, such uses being noted on the under inside front cover.

Style No. 1—Indexed alphabetically (20 leaves) $5.75 per doz.

Style No. 2—Indexed 1 to 31 for days of month, $7.20 per doz.

33 1/3% off these prices to the trade.

Write to-day for complete catalog 9.

The Globe-Wernicke Co. Ltd.

STRATFORD, ONTARIO



CARD SALES

Are Never Slack When You Feature

Goodall's English Playing Cards

The name "Goodall" has long stood for all that is best in playing card value. Their smooth, clean-cut finish and unsurpassed wearing qualities popularize them with card lovers everywhere.

The New Patriotic Series

is undoubtedly one of Goodall's best selling lines. The designs will appeal from an artistic as well as a patriotic standpoint, each one being most tastefully designed and correctly finished. A display of these cards is all that is necessary to start big sales your way.

The entire Goodall series offers a splendid selection of easy-sellers. The *Salon* and *Society Series* are particularly catchy and are big favorites with the public.

Imperial Club Series
Standard 25c. Line

Colonial Gold Edge Series

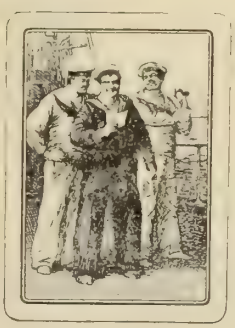


Your jobber can supply you.

Aubrey O. Hurst

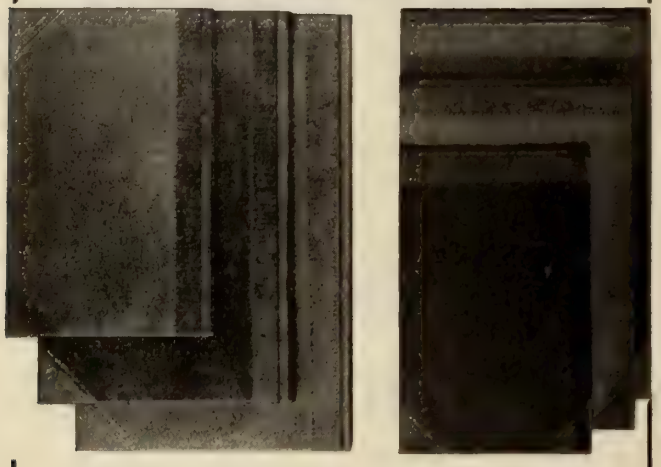
32 FRONT ST. WEST

Toronto, - Ontario



MADE IN CANADA

COLUMNAR BOOKS



It will pay you to carry a good assortment of our Columnar Books.
Seven Sizes—Open-End and Open Side.
Three Thicknesses. 100 pp., 200 pp., 300 pp.
Ten patterns of Rulings.

Simcoe Loose Leaf Albums



Five Standard Sizes. Four Styles of Bindings. To retail at popular prices.

ART CORNERS

For mounting pictures.

IMPERIAL

OVERSEAS

CORRESPONDENCE PAPER

Large Octavo, Quadrille, Bond Finish.
Handsome Show Cards furnished for Window Display.

Complete Stock of Stationers' Sundries

Special close prices quoted during February, previous to our annual stock-taking.

BROWN BROS., LIMITED

SIMCOE & PEARL STREETS, TORONTO



VENUS
10¢ PENCIL

FOR the technical man, architect, engineer, or draughtsman a good pencil is an important part of his equipment.

VENUS DRAWING PENCILS

Venus Pencils, made in 17 degrees (6B softest to 9H hardest), perfectly graded and absolutely uniform in quality, meet every technical requirement.

VENUS COPYING PENCILS

Venus Pencils are also made in two copying degrees (Venus Copying) for use in billing, copying and manifolding.

VELVET PENCILS

For the accountant, clerk, and office man the Velvet 5c Pencil answers every demand, wears down to the very last inch, and has a Velvet Rubber Tip.

MILO RUBBER BANDS

We also make a specialty of high-grade penholders, erasers, and Milo Rubber Bands. Milo Rubber Bands are made from the very finest Para Rubber, and are unconditionally guaranteed for five years.

Samples of the above will be furnished on request.

Now is a good time to look over your stock of pencils, penholders, erasers, and rubber bands, and fill in the vacant numbers.

Instruct your clerks to suggest to customers to "buy by the box." It is just as easy and means much more profit to you.

American Lead Pencil Company

220 Fifth Ave., New York
(and Clapton, London, England)

LETTS CANADIAN OFFICE and POCKET DIARIES



"The Diaries Thackeray loved"

Unrivalled for 100 Years

Let it be Letts's Quikref DIARIES

THE ORIGINAL

1917

Before Placing Your Order for 1917 Diaries SECURE OUR PRICE LIST

PUBLISHED ONLY BY

CASSELL & CO., LTD., 55 BAY STREET, TORONTO

DEAN'S TOY BOOKS

Enormous Variety



We have a splendid range of Juvenile Books, Paper, Untearable and Rag, and are in a position to supply all orders from stock.



Apart from Toy Books, we are manufacturers of Rag Dolls and Novelties in Rag Toys. Plush and Fur Animals, Wooden Toys, Drawing Slates, Swimeesy Buoys (Swimming Wings.)



We will be exhibiting at the forthcoming Board of Trade Exhibition and at the Agricultural Hall, London, and look forward to the pleasure of extending a cordial welcome to visitors from the Dominion.

If you are not coming to London, write for illustrated catalogue and terms.



DEAN & SON, Limited, 160a FLEET STREET LONDON, E.C.

Valentine & Sons Branching Out Into Other Lines

CHIEF LINES

Toy Books
Juvenile Books
Book Toys
Book Novelties
Games
Christmas Booklets
Calendars
Tags and Seals
Postcards

WE cannot deny the fact that THE WAR TAX has hurt our postcard business, however, we with other members of the Wholesale Postcard Association have made strong representation to the Government and have every confidence that the tax will be repealed.

In the meantime we have strengthened our other publications and greatly added to them; not only of our own manufacture but also the following—ALL LEADERS IN THEIR OWN LINES:

THE GIBSON ART CO.'S CHRISTMAS BOOKLETS, CARDS, TAGS AND SEALS, AND POSTCARDS FOR ALL SEASONS.

GABRIEL TOY BOOKS AND BOOK NOVELTIES

SAALFIELD'S RAG BOOKS

DONOHUE'S TOY BOARD AND JUVENILE BOOKS

MILTON BRADLEY COMPANY'S GAMES

THE EMBOSSING COMPANY'S BLOCKS

GEORGE C. WHITNEY CO.'S CARDS, TAGS, SEALS, CALENDARS, PLACE CARDS AND OTHER NOVELTIES

UNITED ART PUBLISHING CO.'S STAMPKRAFT AND CALENDARS

HENDERSON POSTCARDS FOR ALL SEASONS

BAMFORTH'S COMICS

VALENTINE & SONS UNITED PUBLISHING CO.
Limited

MONTREAL **TORONTO** **WINNIPEG**

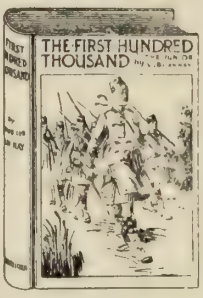
THREE LEADERS

The three books noted below promise to be the big sellers of the spring season in Canada. One or two of the reasons why are given.

Your order in yet?

NOTE: Owing to unprecedented advance orders on this book we have cabled the English publisher twice to increase our order.

THE FIRST HUNDRED THOUSAND



By "The Junior Sub."—Ian Hay. $1.35. This will be THE book of the season. It has all England on its toes and will surely make a stir here. Ian Hay went as a Subaltern with the first Expeditionary Force to France. He tells the story of those first few anxious months as it has not yet been done. Of this book the London Morning Post says:

"Really this is not a story: it is an epic. No quotations can do justice to this dramatic record of dogged bravery and heroic self-sacrifice."

We have also cabled repeat orders for this book.

AN ENGLISHMAN IN THE RUSSIAN RANKS

By J. Morse - - - - $1.35

Visiting friends in Germany at the outbreak of war, escaping across the Russian border, joining the Russian ranks, captured by the Germans as a spy and escaping—opportunity enough, surely, for a stirring book. The London Times says:

"This remarkably impressive book is probably the most notable piece of war literature the war has yet produced."

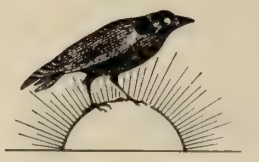
THE BARS OF IRON

By Ethel M. Dell - - $1.35

After "The Way of an Eagle" and "Rocks of Valpre," you will know that Ethel M. Dell's name means **big selling.** This is an exceptionally long novel (about 150,000 words) and—like the other big-selling books of the time—has its plot based on the war. Undoubtedly this is Miss Dell's best novel.

Are you ready for a big run on these three books?

WILLIAM BRIGGS
Publisher - TORONTO



If you were given a few good reasons

WHY

It would be to your advantage to handle

THE DAWSON LINE

IF you were shown a line of typewriter paper sufficiently comprehensive to satisfy every need of your trade.

IF you were satisfied that in through-and-through quality, durability, fineness of finish and texture this line was the best on the market.

IF you discovered that the prices were right.

IF you felt that your sales of typewriter paper could be increased several-fold

Wouldn't You be Open to Conviction?

The Dawson Typewriter Papers more than satisfy each one of these requirements. To know more about them simply drop a card to any of our offices and ask for a complete sample book.

W. V. Dawson
LIMITED

MONTREAL
TORONTO WINNIPEG

JUST OUT

KILLARNEY LINEN TABLETS

Made from High-grade WHITE LINEN FINISH PAPER in three STANDARD SIZES:

NOTE — LETTER — LADIES' (Folding)

Made to retail at popular prices, 10 to 25 cents

Undoubtedly the best value in Canada to-day.

Samples and prices on application.

Made in Vancouver by

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Study Your Customers

PENS and personality are inseparable—

The more fully the stationer understands each man's needs, the more fully he realizes the necessity of a pen assortment comprehensive enough to meet them all.

That's why more and more stationers are displacing three or four incomplete, duplicating, small pen lines for *one* complete effective assortment.

By this they accomplish five big things:

1st. Tie up less money in stock.
2nd. Save counter space.
3rd. Get maxmum display.
4th. Offer the most complete assortment.
5th. Make it easier for the customers to buy.

To assist in concentrating and improving their Pen Departments there are 10 different sizes of Esterbrook Counter Display Cases. Write us about these to-day.

ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET . CAMDEN, N.J.

Esterbrook Pens "Easiest to sell!"

Some Leading Spring and Summer Fiction

VIVIETTE, by William J. Locke, author of "The Beloved Vagabond," "The Fortunate Youth," etc. Illustrated 12 mo. Cloth - - - - - **net $1.25**
Viviette is a charming young English girl with many admirers, but at the stage of indecision as to which of them she really loves. A tragic episode, when her cousin, Dick Ware, crazed with jealousy, puts a loaded pistol into the hand of his brother, under pretence of acting out an old-time duel with unloaded arms, reveals to her the truth.

THE SHADOW RIDERS, by Isabel Paterson - - - - - - net 1.35
The scene of this novel is the great North West of Canada, and the moving spirit of the town in which she lives is Leslie Johns, pursuing a journalistic course, with a view to earning her way through College.

THE GOLD TRAIL, by H. de Vere Stackpoole - - - - - net 1.30
A tale of hidden treasure with absolutely new interest, of New Guinea, with its horrors and mysteries, as well as marvellous beauties, of a ton of gold, and a charming love story.

THE MAN OF PROMISE, by Willard Huntingdon Wright - - net 1.35
Mr. Wright has here written one of the most penetrating and unusual novels of this generation. Its conception, its point of view, its frankness, its freedom from all prejudice, and its form in accord with the highest standards of the best continental fiction.

SADIE LOVE, by Avery Hopwood - net 1.25
The funniest, fastest, snapping novel in years. "Sadie Love," the play, is convulsing New York audiences with laughter.

WHERE THE PATH BREAKS, by Capt. Charles Crespigny. Cloth - net 1.35
This is an enthralling document. An Officer of the Lancers, forming a part of that small, but marvellously efficient First Expeditionary Force, which held back the German avalanche launched through Belgium, is left for dead somewhere near Mons in August, 1914. He is not dead, but hovers so near the borderland that he is vaguely conscious of the happenings prior to the embarkation of the troops for France. These concern his marriage to a beautiful American girl, and his departure with his Regiment for the Front immediately after leaving the Altar. Eight months afterwards, while slowly regaining consciousness from a series of operations, in a hospital in Brussels, he learns from some old English papers that he had been reported killed in action, and a body supposedly his had been brought back and buried in England. A few days later a wounded British Aviator who had been brought down by a German fire, was brought into the hospital, and in conversation with him he learns that the Bride whom he had left at the Altar, was married the week before, thinking him dead and buried. The development of the story from this point onward is so original, so vivid, and ultimately so satisfactory, that humanly speaking, nothing can prevent "WHERE THE PATH BREAKS" from becoming one of the outstanding novels of the year.

S. B. GUNDY, 25 Richmond Street West, TORONTO

THE BIG NOVEL OF 1916

"Held to Answer"



PETER CLARK MACFARLANE,
Author of "Held to Answer."

John Hampstead, railroad clerk, actor, book agent, preacher—here is a new character that will live in American fiction.

"Held to Answer"

is a really big, emotional, American novel. The author's sincerity of purpose, his skilful handling of interesting characters and his development of dramatic climaxes cannot fail to make a deep impression on the reading public.

In its strength and power it has been likened to Hall Caine's "The Christian." "Held to Answer" is a book of over five hundred pages and is published at $1.35 net.

Trade Opinions of "HELD TO ANSWER"

"'Held to Answer,' the new Macfarlane novel, to me is the one really worth while Book of Fiction, that I have read in the past ten years. It is a real book, and anyone reading it cannot help being benefited. If this book receives its just deserts it will be a record breaker for the year 1916."—Leonard H. Wells, Powers Mercantile Company, Minneapolis, Minn.

". . . . Our big, big book of this Spring would be 'Held to Answer.' This is the best thing on the horizon I have seen."—H. V. Meyer, American Baptist Publication Society, Philadelphia, Pa.

One of the biggest buyers of books in the United States, says of this book:
"I prophesy this book will be the big book of 1916."

The advance orders and interest in this book have exceeded the advance sales in the United States of "The Broad Highway," which was published by this firm.

In this big novel, the hero, John Hampstead has to face problems that are analogous to those which confronted the hero of "The Inside of the Cup."

It is a big story told in a big way and not the last alluring feature is the love story unfolded in which Marien Dournay, beautiful actress, is a principal

THE STORY HAS BEEN WIDELY ADVERTISED IN NEWSPAPERS AND MAGAZINES AND ON METROPOLITAN BILLBOARDS. THIS IS IMPORTANT TO BOOKSELLERS. IT MEANS THAT A DEMAND HAS ALREADY BEEN CREATED.

Third Edition Before Publication—Ready February 9th

BOSTON: LITTLE, BROWN & CO.
TORONTO: McCLELLAND, GOODCHILD & STEWART, Limited

ANOTHER BIG LEADER FOR 1916

Is Boyd Cable's Wonderful War Book

"BETWEEN THE LINES"

Of this book one Toronto editor said: "It is a counterpart of Frederick Palmer's book 'My Year of the Great War.'"

To convince you as to the real merit of this book, it need only be said that it is being read to the soldiers by officers at the military camp at the Exhibition Grounds, Toronto, because of its realistic descriptions of actual experiences at the front.

From the New York Times: "It makes you hear, see, feel, smell the front. The very taste of the smoke of battle is in its pages. Its British author wrote it to make his people at home understand what the nation is up against."

Capt. A. S. Ryerson, of the 80th Battalion, Artillery, C.E.F., recently back from the front, described this book in most enthusiastic terms as being actually true in its descriptions of the experiences of the soldiers in the trenches.

IT IS BECAUSE OF ITS VERY **TRUTH** ABOUT THE WAR IN THE TRENCHES THAT PEOPLE EVERYWHERE ARE NOW TALKING ABOUT THIS WONDERFUL BOOK.

No heroics, no melodrama, no manufactured pathos; but the naked terror and splendor of war brought home to the reader's heart and mind. Price $1.35 net.

THIS BOOK WILL SELL ALL THROUGH 1916

FREDERICK PALMER'S LECTURE TOUR in Canada has still further strengthened the demand for

"MY YEAR OF THE GREAT WAR"

—the best selling book in Canada (war or otherwise).

The phenomenal record of sales keeps up unabated.

Writing of it in the Vancouver World in the course of an extended review, Alfred Bursley, M.A., said:

> "No weariness of war topics should tempt any son or daughter of Canada or the British Empire to neglect it. It is not a book to borrow. In any home where one dollar and fifty cents can be spared, it will be an act of patriotism to spare this amount, that the book may be read and re-read, that the love of country and kindred may be kindled where it does not already exist."

Keep up your supply to meet the demand that will surely continue.

For graphic sketches that take the reader right to the front, and for a wide comprehensive view that only a man with agrasp for big things could obtain, Mr. Palmer's book is the best by any war correspondent.

ON SALE EVERYWHERE WHERE BOOKS ARE SOLD

McCLELLAND, GOODCHILD & STEWART, Limited

PUBLISHERS ∴ 266-268 King Street West ∴ TORONTO



Annual Exhibition of Import Lines

OPENS MARCH 15th,
to continue for six weeks

To the Booksellers, Stationers *and* Fancy Goods Dealers

This is to announce that this year's exhibition of holiday books and import lines will be held during the six weeks beginning March 13th.

MERCHANTS are urged to send in word setting a definite date when they will attend.

This will ensure the best of service. Drop a postcard NOW while the subject is in your mind.

The exhibition will again be held on the fifth floor of the warehouse at Wellington and Portland Streets, and will be unusually rich in opportunities that will promote profitable trading in the Autumn and Holiday Season this year.

In CHRISTMAS CARDS unexcelled collections will be shown. The National Art Company's distinctive line of steel die and hand-coloured greeting cards is even richer and more varied than last year. This line is sold in Canada exclusively by the Copp, Clark Co., Ltd. The **Patrician, Aristocratic, Matchless, Ideal** and **Imperial** Lines will this year still further enhance the reputations they have established in the trade.

Special attention is invited for the cards introducing the local view feature and also for the fine array of **Calendars, Pictures** and **Postcards.**

In the toy and game section a big feature will be the exhibit of **"MECCANO"** goods, with many improvements. This is the biggest line in the toy trade—**Premier Construction Toys.** Attention is also directed to the big range and the maximum value of **Loose-leaf Albums** for photographs.

In **Decorations** and **Accessories,** there will be extensive showings of **Holly Sprays, Wreaths, Vines, Tinsel** and various **Christmas Tree Ornaments; Holly Wrapping Paper, Gold and Silver Paper, Nested Holly Boxes, Seals, Tags,** etc., and such miscellaneous items as **Tally** and **Place Cards,** other novelties, and

THE BEST EXHIBITION OF HOLIDAY PAPETERIES WE HAVE EVER SHOWN.

The COPP, CLARK COMPANY, Limited

WELLINGTON STREET WEST — TORONTO, ONTARIO



MADE IN CANADA WRITING PAPERS

SILK VELVET (Kid Finish)

This is the newest paper in the meritorious line of C. C. Co. correspondence papers, and the reception which it has had in the weeks since this new writing paper was announced in the January "Bookseller and Stationer" has exceeded even the big reception which we had anticipated. In consequence we are hard put to fill orders, but the factory is running full blast, turning out the papeteries, tablets, ream goods, pound packets and envelopes. If your order isn't in, rush it to us, for a good assortment. In the papeteries make the order at least 3 doz. Salisbury, and get the mammoth box holding this number. It will be a most attractive window piece. The blue and white striped boxes compel attention, and once the customer sees and feels the paper inside—well, the sale is made.

Salisbury size notepaper, per ream $1.00. Envelopes $2.00 per M.
100 in a box, or $1.80 boxed in ¼ M's.
Regina size notepaper, per ream, $1.00. Envelopes, $2.50, boxed in ¼ M's.
Louvain size notepaper, per ream $1.50. Envelopes, $3.25, boxed in ¼ M's.
Papeteries—Salisbury, $1.75 doz. Regina, $2.00 doz. Louvain, $2.00 doz.
Pound Packets—per 100 packets, $16. Envelopes, 75 in carton, per 100 cartons, $16.00.
Tablets—8vo, 80c a dozen, or 4to $1.60 a dozen. Salisbury $1.50 a dozen.

KHAKI

THE RIGHT SHADE
SHOW IT – "SOLD"

Patriotic Notepaper—Linen Finish. Quarto and Octavo Tablets, $15 and $7.50 per 100 respectively. Envelopes $3.50 per 1,000. Papeteries, $16.50 per 100; less than hundreds, $2.00 doz. The handsomely embossed design in colors on tablets and papeteries, together with the popular shade and the fine quality of the linen finish stock, make this KHAKI line an unqualified success. Get in your repeat orders without delay, as the demand is increasing at a phenomenal rate. Feature "KHAKI"—Let it make money for you.

SWANSDOWN

This is another big success, and its popularity keeps up and will continue. Send for this $30.00 assortment, comprising 20 pound packets, retail 25c; 24 octavo pads, retail 10c; 18 Salisbury pads, fly-leaf, retail 20c; 18 quarto pads, retail 25c; 12 letterette pads (new), retail 30c; 36 initial papeteries, retail 25c; 12 plain papeteries, retail 25c; 18 boxes correspondence cards, retail 25c; 18 bulk papeteries (48 sheets, 48 envelopes), retail 30c; 12 portfolios (new), retail 25c; 1 ream Salisbury note (20 quires), retail 10c a quire; 2,000 envelopes 80 packages), retail 10c a package—total $52.75.

THE COPP, CLARK COMPANY, Limited

517 WELLINGTON ST. WEST - - TORONTO, ONTARIO

ARO-MAC STATIONERY LINES

ARE STANDARDS FOR QUALITY

WE carry a stock of all the popular numbers of Dixon's Lead Pencils, Penholders, Rubber Erasers and Lumber Crayons. We have a special proposition on the ELDORADO 10c pencil, made in seventeen degrees, and the ANGLO-SAXON 5c pencil, made in four degrees, with or without rubber tips.

Our SOVEREIGN pencil, which was made expressly for the Canadian market, has already become very popular. It is a hexagon smooth-edge pencil, with or without rubber tip, to retail at 5c, and gives the dealer a big profit.

Other lines in stock in Toronto ready to fill your orders:

HOLMAN Snap-shot Albums, Scrap Albums and Postcard Albums.

ARO-MAC Fountain Pens, ARO-MAC Steel and Gilt Pens.

ERIE Art Metal Waste-paper Baskets, Letter Trays and Strong Boxes.

CELLULOID Eye-shades.

GEM Clips.

IMPROVED Superior Paper Fasteners.

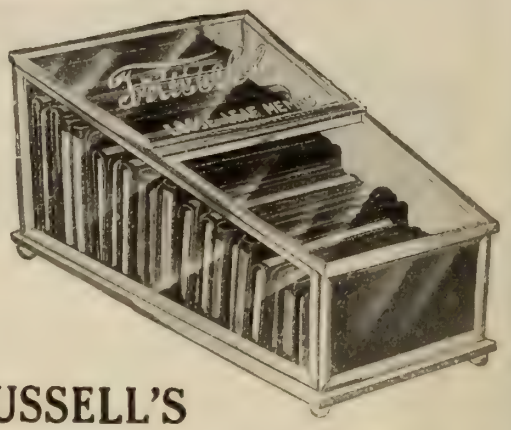
DRAWING Pins.

SEALING Wax.

TRUSSELL Loose-leaf Memos, Diaries and Price Books.

SMIGEL Desk Pads.

STANDARD School Crayons and School Chalks.



TRUSSELL'S

New Catalogue No. 7—Just Out—Send for a Copy

The "K" PRICE BOOKS, made from No. 1 unlined cowhide, which have attained such great popularity, are now all being made with **pockets.**

A NEW LINE

The new Style "J" Price Books are made from Split Cowhide, unlined, without pockets. This is the cheapest leather price-book made.

We have the standard TRIPLERING Memos made in all bindings with or without pockets.

The TRUSSELL LOOSE-LEAF DIARIES have become very popular, as they can be started any day in the year, and never become dead stock on the dealer's shelves, or have to be sacrificed at a cut price.

The HANDSOME DISPLAY CABINET here illustrated is given free with a $25 ASSORTMENT at catalogue prices.

This Case is a Great Help in Displaying these Goods and **Will Make Sales For You.**

HOLMAN ALBUMS FOR PHOTOGRAPHS

New Catalogue Ready—Get Yours

Patented Pocket Album

Loose-Leaf or Bound—in three sizes

This pocket offers many advantages as it enables the owner to place in the pocket all the negatives of pictures contained in the album and also serves to hold prints until ready for mounting or extra prints.

If You Sell Albums Get This Book

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' REPRESENTATIVES 266 KING ST. WEST, TORONTO, ONT.

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by

IDEAL SPECIALTIES MFG. CORP.
NEW YORK

A. R. MacDougall & Co., Ltd.,
Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

ACTUAL SIZE



SEE THOSE PRONGS?

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.



SCHOOL CHALKS AND CRAYONS

In addition to wax crayons which they have been manufacturing, the STANDARD CRAYON COMPANY, of Danvers, Mass., are now making their own school chalks, including Enameled and Dustless Brands, the Dustless in white and colors. They are using high-grade imported plaster in all these lines, assuring the highest quality.

We will have a very special proposition for the Canadian stationery trade in these goods.

CRAYEL is put up in a five cent box and is most satisfactory for general school uses. This is the best wax crayon made.

ARTCO PASTEL sells at 5c, providing the trade with a quality of crayon for advanced color work on paper, and when used with water delicate water-color effects are produced.

CRESTLIGHT CRAYONS—Overcome the objections to hydraulic pressed crayons. They mark freely, the colors are brilliant, and they do not smear.



A. R. MacDOUGALL & CO., Limited, Canadian Representatives 266 King St. West, Toronto

IMPERIAL NEWS Co., LIMITED

TORONTO, MONTREAL, WINNIPEG

TO OUR NEWS AGENTS

It is almost certain that in the near future a heavy advance in all lines of British sixpennies, bound books, etc., will result from the Government's restriction on the importation of paper pulp. All late dispatches confirm this and the wise buyer will buy now and fill his stocks completely with all the best selling lines before the general advance that **must** come sets in. Now note that we carry perhaps the largest and most complete stock of these books in Canada.

EXAMINE THESE LINES

SIXPENNY. All latest titles, best authors and best covers. See our special 100 lots, no two alike, by Rowland, Swan, White, Green, Askew, etc. **Only $7.50**

WARD LOCKS 6/- Remainders. Handsomely bound. **Only 26c.** You should see this exceptional line. It is a bargain

JOHN LONG'S 1/- PAPER. Full lines at lowest prices ever sold in Canada. All best titles. **Only 18c.**

SPECIALS. All the best War Publications, Dream Books, Jokes, Jessie James, etc. Lease Forms, To-Let Signs. Rubbers, Pencils, Pens, etc.

Place no orders until you have our prices. It will pay you to keep in close touch with us.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. **TORONTO: 93-95 Church St.** **WINNIPEG: 376 Donald St.**

ANNOUNCEMENT TO THE TRADE

I will shortly be making a trip throughout the Dominion of Canada in the interests of the following British Publishers and Stationers:

Blackie & Sons, Limited - Glasgow
Morgan & Scott, Limited - London
H. A. Coombs - - - - London
Henry Hill & Sons, Limited, London

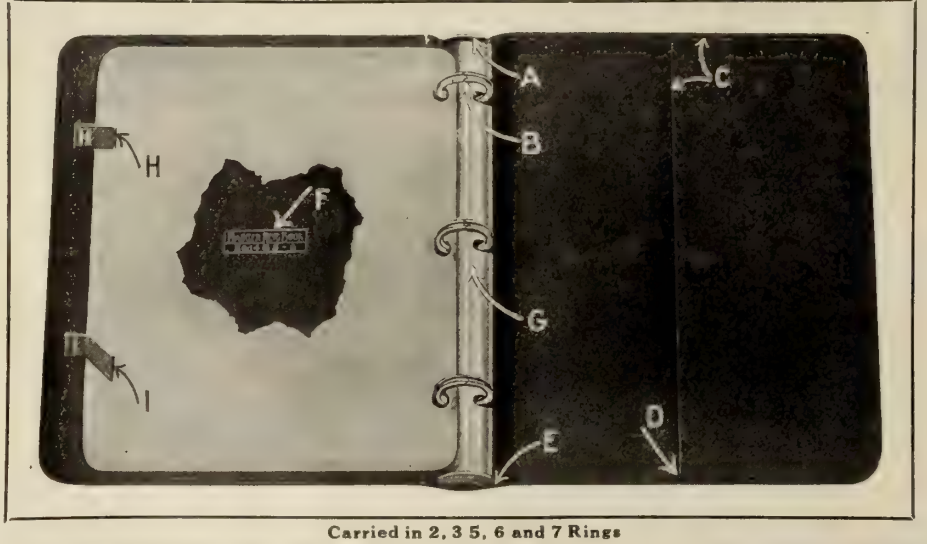
Buy your stock from **British** sources and help to Win the War.

HAROLD COPP

Manufacturers' Agent **33 Richmond St. West, Toronto**

BADGER RING BOOK

"THE REAL RING BOOK OF THEM ALL"



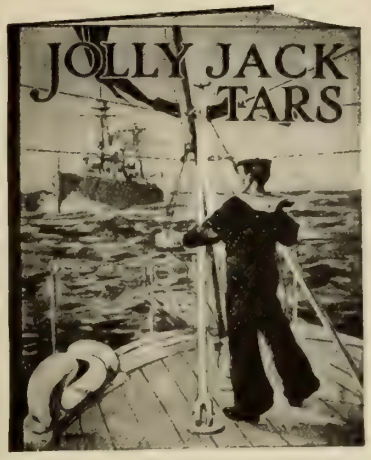
Carried in 2, 3 5, 6 and 7 Rings

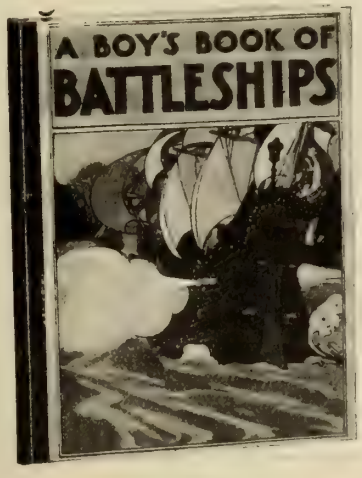
In the **Badger Ring Book** the manner in which the ring pressure is applied is an entirely exclusive **Badger** feature. The mechanism is so constructed that a more binding grip is procured than any other make of ring book.

The patented fastenings by which the rings are firmly riveted to the plates makes it impossible for them to work loose.

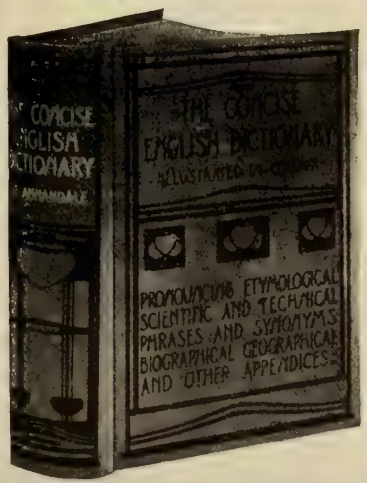
A—Automatic levers permit the user to open or close the rings without touching them. No pinched fingers or soiled sheets.
B—Flat rings. Leaves don't tear out.
C—"Built-In" Pocket. Can't peel or tear from binding.
D—Pocket reinforced with cloth. Won't rip.
E—A one-piece lining extends throughout width of cover and under fixture. The usual two-piece lining is apt to peel along the inner edges. The one-piece lining cannot peel and is much more sightly.
F—Gold imprint.
G—Highly nickel-finished top plate.
H—This is the ordinary shaped index tab which is apt to tear from the sheet with little wear.
I—This is the BADGER index tab. Its different shape and greater surface covering increases its strength and wearing quality.

THE HEINN COMPANY *Write for Information* WALKERVILLE, ONTARIO









Blackie & Son's Books

ENTIRELY BRITISH MADE

Limp Toy Books, to retail from 5c. up.

Limp Toy Books, mounted on linen.

Board Books, to retail 10c, 15c, 25c, 50c, 75c, $1.00 and $1.25. Picture Books, Fairy Tales, Story Books, Animal Books, etc. Attractively bound, with picture covers and illustrations by famous artists.

Handsome Books for Boys and Girls of all ages, and at all prices.

Books by Capt. F. S. Brereton, G. A. Henty, T. T. Jeans, Percy Westerman, Claude Grahame White, Harry Collingwood, Rosa Mulholland, Bessie Marchant, Katharine Tynan, Ethel Heddle, etc.

The Standard Shilling Dictionary
The Concise Imperial Dictionary
The Students English Dictionary

BLACKIE & SON, LIMITED

London **Glasgow** **Bombay**

Canadian Representative:

HAROLD COPP

33 Richmond St. W. - - - Toronto

NELSON'S History of the War

By JOHN BUCHAN.

Volume IX Now Ready.

The Italian War, the Campaign in Gallipoli, and the Russian Retreat.

A New Volume Each Month.

Price 35 cts. per volume. Postage 7 cts. extra.

Nine Volumes Postpaid, $3.25

Nelson's Map Book of the World-Wide War

New and Revised Edition.

A complete Atlas, with 56 pages of maps of all the fighting areas, and a Diary of the War.

Attractive coloured cover.

Price 25 cents, postpaid.

Thomas Nelson & Sons, Limited

TORONTO

The greatest story of a great author

About Miss Mattie-Morning-glory

By Lilian Bell

To be issued April 15. Canadian dealers should not fail to stock up on this new novel by Miss Bell. It's a winner!

Net $1.35

Rand McNally & Co.

CHICAGO

Newsdealers! Take Notice!

5,000

Facts About Canada

THE 1916 EDITION

JUST ISSUED

Of this invaluable cyclopedia of everything pertaining to Canada's commerce, growth, agriculture, area, railways, banking, education, transportation, etc. Special chapter of Canadian War Facts. Outline maps of Canada for three centuries.

Compiled by FRANK YEIGH

Order from your News Company, or

THE CANADIAN FACTS PUBLISHING CO.

588 Huron Street **Toronto, Canada**

P.S.—Frank Yeigh's "Through the Heart of Canada," a beautifully illustrated and well printed book on Canada, will be sent on approval in Canada. Price, $1.38.

Important Announcement

To the Trade:

We have pleasure in advising you of the arrangements made with Mr. Thomas Allen, one of the most experienced and respected men in the publishing business in Canada, by which he will act as our selling representative. Associated with him is Mr. M. J. McLean who has created so favorable an impression during his 3 years with us. He will of course carry our lines with the others Mr. Allen is to represent.

Our turnover for 1915 was ahead of 1914—a fair indication that our lines must have given satisfaction in previous years. They are staples, so the increase is not incidental.

Anticipating your continued interest in our efforts.

Some of our Leaders

EVERYMAN'S LIBRARY—721 titles in 4 styles of binding.

EVERYMAN'S ENCYCLOPAEDIA is to be taken out of the Library and produced as an individual proposition. The war and the cost of paper have upset the calculations of publishers who give such enormous values under normal conditions. The list prices will be $6.00 in cloth and $12.00 in leather and ¼ pig, as in the States, where thousands of dollars are spent annually in advertising in the newspapers and magazines.

WAYFARER'S LIBRARY—86 titles in 2 styles of binding.

TEMPLE SHAKESPEARE—Still the peer of them all.

LITHOGRAPHED JUVENILES—Biggest value in the market.

¼-MOROCCO JUVENILES—Something quite new.

PETER McARTHUR, and a host of others.

J. M. DENT & SONS, LIMITED

TORONTO, ONTARIO

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

FEBRUARY, 1916 Vol. XXXII—No. 2

WHICH are the most valuable and the most closely followed by the trade, the editorial or the advertising pages of Bookseller and Stationer?

This is sort of a trade "eternal question."

* * *

Some dealers, if you put the question to them suddenly, will be as likely to say the one as the other, but after deliberation will likely say, with F. E. Osborne, of Calgary, that they read the advertising pages as carefully as they do the rest of the paper.

* * *

An advertiser who uses page advertisements said to the editor the other day: "With all due respect to your editorial pages, which are mighty good, I want to tell you that the advertisements are more closely followed by the retailers, because they know that those pages contain messages *direct from the concerns from whom they buy.*"

* * *

There is logic in that, but, as the editor replied, the merchants are also interested in the news about goods, methods of merchandising, reports of business conditions, trade outlook, data about new books, best sellers, articles about display and selling ideas, store arrangement, retail advertising, tips to clerks, hints on buying and other inspiration and educational trade advice.

The fact is that the complete trade paper is well balanced as respects its advertising and editorial pages.

Such a paper is *"Bookseller and Stationer"* and this issue is a good indication to the trade that this is a live and growing paper.

* * *

This month we want to draw the particular attention of book publishing houses, manufacturers of stationery, fancy goods and distributors of general lines sold in the book and stationery stores of Canada to the

ANNUAL SPRING NUMBER

Forms for which will close March 25th

Make early reservations of space in this big and vitally interesting number which the trade looks forward to with keen expectation.

A Page Will Cost you $35
Additional color $10 extra.

Half page - - - - $20
Quarter page - - - $12
Eighth page - - - $8

* * *

Better send order to-day while this is before you and at the same time advise us when you will send copy. This early action will ensure good position for your advertisement.

Publication office:
143-153 University Avenue, Toronto, Canada

You will profit by the "Movies" if you feature these books

Photo-play versions are now being exhibited throughout Canada and the United States of Count Tolstoi's famous masterpieces—

The Kreutzer Sonata, Anna Karenine and Resurrection

and the big publicity this creates means bigger sales to the dealer.

We publish these books in our popular cloth copyright line which retails at 75 cents a copy—our price to you 37 cents.



TRUE GHOST STORIES By Hereward Carrington

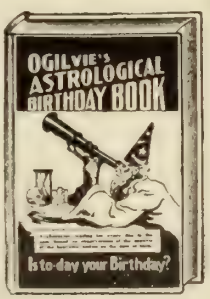
In this book the author presents a number of startling cases which he has discovered in his unrivalled investigations of psychical mysteries. They are not the ordinary "ghost stories," based on pure fiction and having no foundation in reality, but are a collection of incidents all thoroughly investigated and vouched for, the testimony being obtained first hand and corroborated by others.

The first chapter deals with the interesting question **What is a Ghost?** and attempts to answer this question in the light of the latest scientific theories which have been advanced to explain these supernatural happenings and visitants.

Other chapters are: **Phantasms of the Dead; More Phantasms; Haunted Houses, Ghost Stories of a More Dramatic Order; Historical Ghosts; The Phantom Armies Seen in France; Bibliography.**

250 pages, bound in cloth, with illustrated jacket in colors. **Retail price, 75 cents. Price to the trade, 37 cents.**

OGILVIE'S
ASTROLOGICAL BIRTHDAY BOOK



contains a character reading for every day in the year based on observations of the aspects of the heavenly bodies on the day of birth.

It is useful as a guide to the course in life which you should pursue to achieve the greatest degree of success by the use of your known talents, and by the development of your latent or potential abilities in the field of endeavor to which you are naturally adapted. More than being useful, it is a source of much entertainment at a gathering to read aloud the characters of those present.

264 pages, attractively bound in cloth, with jacket printed in colors. **Retail Price, 75 cents. Price to the trade, 37 cents.**

The above books are issued in our line of **POPULAR CLOTH COPYRIGHT FICTION.** We give below titles of other good selling books in this line.

THE SILENT BATTLE Mrs. C. N. Williamson
THE FORGED COUPON Count Leo Tolstoi
FOMA GORDEYEV Maxime Gorky
CONFESSIONS OF A PRINCESS Anonymous
TESTING OF OLIVE VAUGHAN Brebner
DOG STORIES; or, Dogs of all Nations. (Illus.) C. J. Miller
WHITE DANDY; Companion to Black Beauty, V. C. Melville.
THE WORLD'S FINGER. (Over 22,000 sold) T. W. Hanshew.
THE FORTUNES OF BETTY. Cecil Spooner
WAY DOWN EAST. Jos. R. Grismer.
ARSENE LUPIN, Gentleman Burglar. Maurice Leblanc
ARSENE LUPIN versus HERLOCK SHOLMES. Maurice Leblanc
THE SEVEN WHO WERE HANGED. Leonid Andreyev
THE NEW MAYOR. Founded on the Play "The Man of the Hour"
A GENTLEMAN FROM MISSISSIPPI. Founded on the Play
THE PEER AND THE WOMAN. E. Phillips Oppenheim
A MONK OF CRUTA. E. Phillips Oppenheim

Retail Price, 75 cents. Price to the trade, 37 cents each.

The present national prosperity offers unusual opportunities for bigger business. Get a stock of these moneymakers to-day, and secure your share. Send your order to your news Company or Jobber or direct to us.

Complete calalogue and wholesale price list sent on request.

J. S. OGILVIE PUBLISHING COMPANY, P. O. BOX 767 57 ROSE ST., NEW YORK

THOMAS ALLEN

formerly of the firm of McLeod & Allen, has taken the Canadian agency for the sale of the publications of

M. A. DONOHUE & CO.

OF CHICAGO

comprising full lines of picture toy books, lithographed in colors, in flexible, linen and board books, die-cut shape books, and other novelties; Boy Scout books, Motor Boat, Motor Cycle, Canoe and Campfire and numerous other series of 12mos.

These Books Constitute the Best Line of Juveniles in the Trade

Also the complete range of Donohue's specialties in

DICTIONARIES, COOK BOOKS,
HANDBOOKS, etc.

Associated with Mr. Allen in carrying these lines to the trade throughout Canada are Messrs. J. G. Oliver and M. J. McLean, both of whom have had years of active experience in the wholesale book trade. They will be equipped with full assortments of samples of these lines and are about to set out on the road to call upon the retailers, who are assured that the home office in Chicago will co-operate to the fullest extent with Mr. Allen and his assistants in building up a large circulation in Canada for the products of M. A. DONOHUE & CO.

Booksellers visiting Toronto are urged to visit the sample rooms and warehouse of Thomas Allen at

219 VICTORIA ST. - - TORONTO

ALLEN'S FIRST SHOT SCORES A HIT!

"JUST DAVID"

The **ONLY** New Book by

ELEANOR H. PORTER

author of

"POLLYANNA"

and

"POLLYANNA GROWS UP"

All readers of the "Glad Books" will welcome this new story by Miss Porter. First edition (100,000) one hundred thousand.

Will be published March 25th

THOMAS ALLEN, Publisher

(Formerly of McLeod & Allen)

Canadian Selling Agent for

J. M. DENT & SONS, LONDON and TORONTO
M. A. DONOHUE & CO., CHICAGO
RAND McNALLY & CO., CHICAGO
AND OTHER LINES

219 Victoria Street - Toronto, Ontario

TO OUR CANADIAN CUSTOMERS

Mr. Geo. J. McLeod, successor to Messrs. McLeod & Allen, 266-268 King St. West, Toronto, will continue to represent Hurst & Company, publishers, New York, and will offer our splendid line during the season of 1916. The same careful attention will be given to the execution of all orders. Prices will be quoted which will enable a dealer to realize a satisfactory profit. Our lines have been strengthened by additions to our Boys' and Girls' Copyrights, Toy Books, Board Books, Painting Books, Poets, Standard 12 mos. and 16 mos. in cloth and leather; in short, everything a bookstore requires.

You have been successful with the Hurst line in the past; wait and see our samples; do not place any *definite* orders until you do.

HURST & COMPANY, 432 Fourth Ave., New York

GEO. J. McLEOD, Canadian Representative, TORONTO

Keep Posted on Books

By reading "THE BOOKLOVER" you will be able to talk intelligently about what is new in the book world.

Both the editorial and advertising pages are rich in information that will vitally interest every booklover.

ONE DOLLAR A YEAR

THE BOOKLOVER

143-153 University Avenue ∴ Toronto, Canada

Subscriptions taken at any bookstore.





GEORGE J. McLEOD

Successor to McLeod & Allen

Publishers and Publishers' Representatives

Announces that the partnership heretofore existing as Publishers and Publishers' Representatives, under the firm name of McLeod & Allen, has been by mutual consent dissolved, Mr. Thomas Allen having withdrawn.

The Agencies formerly represented by the firm will be continued by George J. McLeod, who begs to thank the trade for their favors in the past, and trusts to receive a continuation of their patronage in the future.

The House of Good Fiction

266-268 King St. West - - Toronto, Ontario

Agencies:

GROSSET & DUNLAP, New York
BOBBS MERRILL CO., New York
A. L. BURT CO., New York.
HURST & CO., New York
P. F. VOLLAND & CO., Chicago

THE REAL ADVENTURE IS THE REAL SUCCESS

THE BIG BOOK OF THE SPRING





British-made BLOTTING

"ASOKA" is a rag blotting superior in its absorbency, texture and color. The white *is* white, not a muddy brown. The purity of ASOKA Blotting makes it not only most efficient in the work it is designed to do, but makes it last longer, maintaining its firm surface, instead of losing lint and getting r o u g h, thus reducing effectiveness for blotting purposes.

There are blotting papers being sold in Canada which are nearly half clay. This was discovered by a scientific examination and analysis. Clay is a necessary ingredient, but in good blotting is reduced to a minimum.

Think of these things in deciding upon the blotting paper with which to build up a satisfactory trade—why sell poor stuff that cannot satisfy users?

You can bank on the good qualities of Asoka Blotting.

For general commercial uses it is eminently satisfactory, sells at a minimum price, and allows the dealer a good margin of profit.

If you are not now selling it in your store, write us now while this is before you, to send you samples of Asoka blotting with trade quotations.

BRITISH BLOTTING
IS BEST

John Dickinson & Company, Limited

MONTREAL
216 Lemoine Street

TORONTO
76 Bay Street

Strenuous Efforts Put Forth to Save the Post Card Trade

Deputation Representing the Wholesale Postcard Dealers' Association and the Retail Trade Visits Ottawa—Impressive Arguments Put Forth — Finance Minister and Deputy Postmaster-General in Receptive Mood—All Objections to Removal of Stamp Tax Effectually Met by Members of the Deputation — Some Significant Facts and Figures.

SINCE the appearance of the last issue of BOOKSELLER and STATIONER the Wholesale Postcard Association of Canada has been very active in the campaign looking toward the removal of the one cent war tax on picture postcards and members of the Association are optimistic regarding the prospects of a successful conclusion to the fight they are putting up to get the Government to realize the wisdom of the course of action which the Association and the retailers are advocating.

On Monday, January 17th, a deputation waited upon Sir Thomas White, the Minister of Finance at his office in the Parliament Buildings at Ottawa and also the Deputy Postmaster General, Dr. Coulter, these interviews being of a most satisfactory nature in point of the careful attention given by both these gentlemen to what the deputation placed before them.

Those who comprised the deputation were President T. J. Pugh, of the Wholesale Postcard Association; William Banks, the secretary; W. A. Rumsey, A. R. MacDougall, D. A. Lynn, J. H. Dyas, H. Bamforth, and F. I. Weaver, editor of BOOKSELLER and STATIONER.

The visitors were introduced by Sir George Foster, who remained during the interview with Sir Thomas, showing keen interest and ready comprehension of the case as put forth by the members of the wholesale postcard trade.

The readers of this paper are already familiar with the arguments in favor of the abolition of the war stamp tax as the question has repeatedly been discussed in these columns. Suffice it to say that the arguments of the Wholesale Postcard Association were most ably presented by the men comprising the deputation.

50,000,000 Postcards Mailed Annually

Some significant facts and figures were presented which plainly surprised both Sir George and Sir Thomas. For instance a conservatively estimated statement was produced going to show that before the imposition of the stamp tax, the number of picture postcards mailed in Canada was not less than fifty millions a year and reports from more than a thousand dealers were placed in the Minister's hands together with an analysis of these reports indicating a falling off in picture postcard sales to as high an extent as 90 per cent. in some instances, the average being a fraction over 61 per cent., thus plainly indicating that the revenue of the Postoffice Department was suffering an actual loss instead of the increase that had been anticipated when the tax was imposed.

Sir Thomas was inclined to argue that a great measure of loss in postcard sales was attributable to the general business depression in the past year and such circumstances as the considerably lessened tourist traffic in 1915. Perhaps the most effective of the several replies which this view elicited was the example afforded by both Great Britain and the United States in which countries the sales of picture postcards had materially increased in 1915, this being accounted for to a very marked degree by the great demand for patriotic subjects and postcards embodying war interest. It was made plain that this circumstance would have been evidenced in the postcard trade in Canada as well but for the stamp tax and that these sales would have exceeded many times over, the loss occasioned by the reduced number of tourists who visited Canada last summer. Another good point scored was that the total sale of view cards did not on the average exceed 25 per cent. of the total sales of postcards coming under the general heading of picture postcards.

Effect on Three Cent Letters

The greatest concern as expressed by Sir Thomas was the effect which the permission of one cent postcards would have on three cent letters. He feared that there would be a danger of business men resorting to the use of postcards in place of letters. The reply to this, of course, was that no reduction of the two cent rate as applying to government postcards was requested, nor did it seem advisable. As to the danger of picture postcards being put to commercial uses by business houses, such action was unthinkable and at any rate the cost of the postcards themselves and the one cent postage would make them more expensive than government postcards at two cents, while there would be only one-third the space available for correspondence as in the case of the government card, because the petition as presented was to have the one cent postage rate allowed on picture postcards permitting correspondence only on the one-half space provided for that purpose on the face of the card.

After a comprehensive review of the situation with Sir Thomas, the latter suggested that the deputation meet the Deputy Postmaster General and himself arranged with Dr. Coulter as to the time of the interview.

The Second Interview

At first the Deputy Postmaster General was disposed to consider with disfavor any suggestion that the stamp tax should be removed from picture postcards generally and he seemed to think that the greatest concession that seemed at all likely to be made would be the extension of the permission to include five word messages, as allowed in the case of Christmas and New Year greeting cards, to include all varieties of picture postcards. The replies to this suggestion, expressed in no uncertain tone, were to the effect that such action would by no means suffice in order to save the postcard trade in Canada.

Loss in Revenue Admitted

One of the most significant of Dr. Coulter's remarks was his admission that the one cent tax on picture postcards had failed to produce an increased revenue and he was thoroughly alive to the great revenue that had accrued to the department by reason of the sales of stamps for mailing picture postcards in the years before the war tax was imposed. Like Sir Thomas his fear was the effect of a one cent rate on postcards upon the three cent. letter rate and again it became necessary for the members of the deputation to emphasize the fact that they were not advocating a reduction of the two-cent rate as applying to government postcards and that it would be entirely out of the question to suppose that the one cent rate on picture

postcards could possibly interfere with the three cent letters.

A Vital Issue

It was fortunate that Mr. Bamforth was in Toronto at the time the deputation went to Ottawa and that he became a member of it, because he brought out one point that materially helped along the case of the postcard trade in their attitude as to effect of allowing written messages on half of the face of the card. Going back to the early days of the picture postcard trade, he pointed out that while picture postcards did not originate in England, it was that country that first allowed the use of the face of the card for correspondence and that it was not until that concession had been made, that the postcard habit assumed enormous proportions. Thus it was made plain that it was really the permission to write messages on the space provided especially for that purpose on picture postcards that accounted for the growth in their use to millions upon millions annually, and that to continue to apply an extra one cent tax because of such written messages, would without doubt continue to diminish the use of picture postcards and tend to practically kill the postcard habit. Stress was laid on this latter point it being pointed out that it would be most unwise to wait until the use of picture postcards was further reduced because, once the habit died out, it would be most difficult to revive, even with the resumption of the one cent rate. It was most evident that this aspect of the case strongly impressed the Deputy Postmaster General. Indeed he expressed in eloquent terms appreciation of the great revenue that the Postoffice Department had in the past obtained by reason of the mailing of picture postcards and was most anxious that this great source of revenue should continue unimpaired in the future.

After a full discussion of the various phases of the whole question, Dr. Coulter suggested that full statements and representations be set forth on paper and forwarded to the Department for the consideration of the Postmaster-General and the Finance Minister so that case might be considered on its merits so as to lead to the proper decision on the part of the Government as to whether the petition of the deputation should be granted in whole or in part.

Full Statements Prepared

Further meetings of the Wholesale Postcard Association were held in Toronto on the 19th and 22nd insts., when the various postcard houses handed in detailed statements and further arguments which together with the most complete data have been forwarded by Secretary Banks, to the Finance Minister, to the Postoffice Department and to Sir George Foster as well.

Following is the case presented by the editor of BOOKSELLER and STATIONER as representing the retail dealers:

PETITION TO THE DOMINION GOVERNMENT BY "BOOKSELLER AND STATIONER" ON BEHALF OF MERCHANTS THROUGHOUT CANADA WHO COMBINE POSTCARDS WITH THE BOOK TRADE.

There is no Association of retail booksellers and stationers in Canada and consequently much of the work that such an Association would do, devolves upon BOOKSELLER and STATIONER, their trade paper. There would be no plea or protest from the picture postcard dealers if the one cent war tax had any chance of accomplishing what the government had in view when the tax was imposed. What is more, if the sacrifice in business on their part were to work out to the benefit of the government they could be depended upon to support the tax. The booksellers of Canada to a very large proportion are the postcard dealers and the booksellers are doing their bit in various ways along with Canadians generally in upholding war measures.

The retail trade as a whole are taking no unreasonable or selfish position in petitioning for the removal of the tax on picture postcards, because the evidence based on actual experiences as set forth in reports from more than 1,000 of these dealers, shows that the sales have dropped to the extent of between sixty and seventy per cent. The answer is plain; the tax, in its commercial sense, is a failure, actually decreasing rather than increasing the revenue. The plea of these retailers therefore is that the government adopt the same course that would at once commend itself to any business concern, large or small,—the removal of this one cent tax on picture postcards thus increasing the revenue and promoting better business not only among the retailers but the jobbers and manufacturers who supply the postcards.

Following are a few typical representations that have been made to BOOKSELLER and STATIONER by the retailers:

REMICK'S, Toronto—Music, Postcards and Novelties.

One side of this store accommodates the sheet music stock while the other side is devoted to postcards, the tables and show cases showing other novelties, pictures, etc. Before stamp tax took effect this was an evenly balanced business. Manager told BOOKSELLER and STATIONER that postcard business has fallen off so seriously that, based on expenses of maintaining the business, postcard side is now a loser, being held up by the music side. In the recent Christmas season, although good business was done, the drop, in comparison with the trade in postcards during the holiday season in previous years, was just as great and this applied with equal force to the tourist trade in the summer and also to the two weeks of the Toronto Exhibition.

McKENNA'S BOOKSTORE, Toronto.

This is another of the most prominent stores in the city selling picture postcards. Tax has demoralized the trade in postcards and even in Christmas season less than half the sales of previous years were made. In the regular trade throughout the year the loss in postcards trade was even greater. Before tax was put on and more particularly in the summer season, it had been a common thing for postcard sales to run $40 to $50 a day. This average of course could not be maintained throughout the year but served to show that the business in postcards had previously loomed very large in this store and was now dwindling away with the exception of spurts such as the greater demand at Christmas time.

J. C. JAIMET & CO., Berlin, Ont.

"During the year 1913 and 1914 the sale of picture postcards amounted to about 10 per cent. of our total business. Profits of the postcard end of the business used to pay our rent. During 1915 and especially since the **one cent** War Tax applied to the sending of postcards our Postcard business has dropped **over one-half** of the business, comparing same with 1913-14.

We notice same especially during the Xmas and New Year sale of postcards, not buying more than **one-half** of what we did other years, we had a lot left over. During the Xmas holiday of 1913-14 we could not get enough postcards and were continually repeating in orders.

We also notice it in the sale of stamps we don't sell nearly as many stamps now, as we did before the war tax was applied.

The Maclean Publishing Company

LIMITED

JOHN BAYNE MACLEAN - - - - - - President
H. T. HUNTER - - - - - - - - Vice-President
H. V. TYRRELL - - - - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer

and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - Room 733, Old South Building. Phone Main 1024
Chicago - - A. H. Byrne, Room 607, 140 So. Dearborn St.

GREAT BRITAIN—
London - The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, $1; United States, $1.50; Great Britain and Colonies, 4s. 6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Vol. XXXII. FEBRUARY, 1916. No. 2

A NEWSDEALERS' ASSOCIATION

IN England, the news agents have a trade association and at a recent meeting a resolution was passed protesting against the increased street trading in newspapers by boys.

In Toronto and in Montreal, newsdealers have made similar protests from time to time and the evil is true of other cities as well.

There was a movement in Montreal a year or two ago looking toward the local organization of all newsdealers. There is room for such an organization and booksellers and stationers would doubtless actively support it. All newsdealers are not booksellers, but nearly all booksellers are newsdealers.

Such an organization would doubtless have the support of the news companies too, because it would enable the latter to deal with newsdealers as a body and thus set themselves right in some matters which, BOOKSELLER AND STATIONER is given to understand, have given rise to protests on the part of newsdealers, but which were clearly based on misunderstandings. On the other hand, representations of experiences have been made, which seemed to leave no doubt as to cause for complaint. Such differences, however, are matters for adjustment between the parties directly concerned, but if a trade organization existed, they could be handled through such a medium and the very existence of such a body would promote and preserve smooth relationships between distributing houses and dealers.

CONSIDERATION DUE THE TRAVELER

THE attitude of the merchant toward the traveling salesman should be based on business principles. The merchant should accord to the representative of the manufacturer and jobber the same consideration and attention that he in turn expects from his customers.

This is not always found to be the case. A contemporary cites the following incident to show what the traveling man has sometimes to contend with. The senior partner of a big importing house, being not altogether satisfied with the returns of a junior traveling representative, called the young man into his room and asked him to give a demonstration of how he tried to sell merchandise. The traveler did so in a manner, respectful, dignified and convincing, but the proprietor thought that he could improve upon it, so he told the salesman to set at his roll-top desk and play the part of a retailer, while he went outside to act the drummer. The chief, outside the room, knocked at the office door. No answer. He knocked again and louder. Still no answer. So he opened the door and walked in, to find his erstwhile salesman with his feet on the roll-top desk and a pipe in his mouth. "Get out o' here!" he shouted to the supposed salesman. "But you don't know what I ——." "I don't want to know! I don't care what you've got, or who you are!" blared the man at the desk. "You're the sixteenth salesman who's called here to-day, and that's enough for me. Git!"

This anecdote may be tinctured with a certain degree of exaggeration, but it is nevertheless true that the traveling man frequently has to face indifference and even discourtesy. It is in the interests of the retailer to at least give the traveler a hearing. He may have something worth while to sell and, in any case, is a fellow salesman and as much deserving of friendly consideration.

LOOK BEFORE YOU SIGN!

MERCHANTS should be careful to read with most scrupulous care every document submitted for signature. It is made very easy for a man to sign the dotted line, at times. The man who wants the signature, obligingly smooths out the document, proffers his fountain pen, the while indicating with his index finger, the exact location of the spot where the signature is to go.

S T O P ! Read that document before you sign it.

The story is told of a man holding a position of responsibility who had the bad habit of heedlessly putting his signature to anything that came along. One day a paper was placed on his desk and, as usual, he signed it without reading. That night the boys congregated around his office with a big rope, and when he inquired what they wanted, they presented a document signed by himself agreeing to peacefully allow the boys to hang him on the main street at sundown. It was a good joke and probably helped to cure him.

Advertising Turned Poor Outlook into Exceptionally Good Year's Business

Interesting Experience of a Leading Ottawa Bookseller and Stationer—A. H. Jarvis is a Strong Advocate of Trade Organization as a Means of Promoting the Welfare of Retailers and Protecting Their Interests.

AMONG the callers at the office of BOOKSELLER AND STATIONER in January, was A. H. Jarvis, of "The Bookstore," Ottawa. Mr. Jarvis' conversation was marked most distinctly by the general tone of optimism which pervades the trade at present. He had just closed a successful year and as to the Christmas trade, he characterized it as the best in the history of the business which he has been conducting in Ottawa for twenty-nine years.

Relative to the interesting news that the past year had been so successful with him, and having in mind the many woeful accounts of poor business that have been all too numerous in the year that has passed, BOOKSELLER AND STATIONER took pains to question Mr. Jarvis as to just why he was able to record 1915 as being among the really successful years in his merchandising career. In reply to this he said that at the beginning of 1915, just at the time when the business outlook could by no means be described in roseate hues, he had decided to redouble his efforts and thus keep his business up to the mark. His first step in this direction was to do more advertising and the effective use of printers' ink soon manifested itself in increased business in the lines advertised and well displayed in the windows and inside the store.

It may be said here in passing, that one benefit of advertising that should never be overlooked is that publicity for certain lines and the extra attention which these lines consequently get on the part of the merchant and his assistants, promotes specialization and specialization means increased efficiency, which naturally enhances profits and by the same token, prevents undue attention to unprofitable lines. The wise dealer would not think of selecting items showing little or no profit as the ones to be advertised, that is as a general rule, although some merchants do make a practice of deliberately sacrificing profit in advertising certain items, so that they may prove baits to draw trade.

It will be remembered that in the past Mr. Jarvis was active in the organization of booksellers and stationers that formerly existed in Canada. He hoped that the day was not far distant when the Canadian trade would again be organized and expressed the conviction that it would prove most beneficial just at this time of price raising and rumors of further increases determined upon and arranged without the retailers having any voice in such action. He believed that, with an organization, changes when made, would be on a basis that would work out more advantageously for the retailers. Mr. Jarvis considered that the advance in the price of shilling books, regarding which something is said elsewhere in this issue, was too great and he took occasion also to urge some action that would bring about more satisfactory discounts to the trade in school text books and supplementary readers.

As Mr. Jarvis' interesting visit ended, he expressed the hope that BOOKSELLER AND STATIONER would keep on agitating for the reorganization of the Booksellers and Stationers' Association and promised his active support toward that end.

Book Prices Advanced

ONE penny to the shilling advance in list prices of books published in Britain. A new scale of book prices has been put into effect in England which works out on the average to an increase of one penny to the shilling of the published price of a book. A similar increase in the cost of books of British publishers sold to the Canadian trade has naturally resulted. This action has been made necessary owing to advanced cost of materials, especially paper and also the increased cost of labour.

This action has been anticipated and readers will recall the articles appearing in recent issues of "Bookseller and Stationer" indicating early increases in book costs.

An English View

In connection with the rumors of general advance in book prices and the actual step already taken as regards the sale of English shilling books in Canada, the following letter appears in the English Publishers' Circular:

Dear Sir,—There is a rumor in book-selling circles that owing to the increased cost of production in consequence of the war, publishers are contemplating raising the price of these series to 9d. net and 1s. 3d. net. I hope it is true and hundreds of my brother booksellers must be saying ditto, for some such action is imperative, if we are to live in these trying times and pay 20s. in the pound.

On the other hand, I have heard whispers that trade prices are to be stiffened, but that the onus of getting an increased price from the public is to be thrown upon the bookseller. This, in my humble opinion, is grossly unfair, and cannot possibly work, as without the co-operation and support of the publisher it is impossible to get 9d. for a 7d. book, or 1s. 3d. for a 1s. book.

It is my firm conviction that if publishers will only show a little common-sense business acumen and enterprise, they can, with the assistance of the bookseller, weather this storm of increased prices and expenses and come out at the finish evens all, if not with a little bit to the good. If the 9d. net and 1s. 3d. net idea was carried out all that the publishers would need to do, apart from advertising, is to print a fresh supply of colored wrappers bearing the new prices (a small expense comparatively), put them on to the existing stock that is on their shelves, and supply wrappers only on application to the booksellers, with which to redress their stock.

When once the new published prices were firmly established, there would be little difficulty in getting rid of the stock that remains over, for which no wrappers were available.

Thanking you in advance for publishing this letter, in which I have feebly tried to indicate the lines upon which I should like to see this question settled.—Faithfully yours,

A SUBURBAN BOOKSELLER.

Live News of the Stationery Trade

William Bell, of the S. B. Gundy staff was a trade visitor in New York, in January.

Sam Stedman, of Stedman's Bookstore, Brantford, Ont., visited the wholesale trade in Toronto in January.

John McClelland and George Stewart, of the firm of McClelland, Goodchild & Stewart made a business trip to New York in January.

W. W. Gibbings, representing the publishing house of Sampson, Low, Marsden & Co., of London, England, will be visiting Canada in March.

D. McArthur, bookseller and stationer, of St. John, N.B., was a trade visitor in Toronto in January. He was accompanied by Mrs. McArthur.

Almonte, Ont., Dec. 31.—The book and stationery stock of Sweeney & Co., was badly damaged by fire and to an even greater extent by water used to quench the flames.

Amherst, N.S., Jan. 17—Fire did damage to the extent of $9,000 in the block occupied by several stores including the book and stationery business conducted by Mrs. M. E. Bent.

Harold Copp, Toronto, has been appointed Canadian sales agent for Henry Hill & Sons, of London, England, who are especially famed as makers of the Bank of England sealing wax and quill tooth picks.

St. John, N.B., Jan. 12—George F. B. Barnes, president of the old established stationery house of Barnes & Co., Limited, St. John, N.B., died last night after an illness of about a month. He was 63 years of age.

Vancouver, Jan 25th.—The death occurred here to-day of Henry Steel Martin, who has for years been associated with the Thompson Stationery Co. He came West from Montreal, where he was prominent in the stationery trade.

Gordon H. Watts, who was for fifteen years with W. J. Gage & Co., and who is thoroughly familiar with the Canadian West, having traveled that territory for five years, will cover the Western provinces through to the coast, including New Ontario from Sudbury west, this year for the firm of A. R. MacDougall & Co., and has in fact already set out on his initial journey.

Menzies' New Agencies—Agencies added by Menzies & Co. this year, include two British lines, the St. Mungo Manufacturing Co., of Glasgow, makers of the "Colonel" rubber erasers and A. G. Owen, Sheffield, maker of the modeling material "Permodelle," already known to the Canadian trade. In addition to these there is the representation of the Mysto Manufacturing Co., of New Haven, Conn., elsewhere referred to in this issue.

Calgary, Alta., December 29.—Young & Kennedy, who have been in business as booksellers and stationers in Calgary for the past ten years, have dissolved partnership. Under the new arrangement, Mr. Young keeps the Calgary business and Mr. Kennedy takes over the Edmonton store. Early in February Mr. Young will move from the old store on King's Ave., to new quarters at Alexander and Fifth Street west, which premises have been remodeled to suit his requirements. Last night a dinner was tendered Mr. Kennedy by the members of the trade in Calgary, at which there were present:—J. C. Linton, the pioneer business man in this line; F. E. Osborne, E. E. Clarke, L. C. Wilson, George Allen, D. West, J. I. Payne and D. J. Young.

The British Industries Fair, organized by the British Board of Trade, last year, and held in May in the Royal Agricultural Hall, will this year be held in the Victoria and Albert Museum, South Kensington, London, S.W., beginning Monday, February 21st, and remaining open until Friday, March 3rd. The exhibits will be restricted to British manufacturers engaged in the following trades:

Stationery and Printing, Toys and Games, Factory Goods, Glass, China and Earthenware.

As before, admission to the fair will be by invitation of the Board of Trade, and will be restricted to bona-fide buyers for the trades concerned.

NEW MILLION DOLLAR CORPORATION

The business of the National Cash Register Co., which up to the present time has been handled in Canada as a branch of the parent company at Dayton, Ohio, will be incorporated and will be known as the National Cash Register Company of Canada, Limited, according to the last issue of The Canadian Gazette. The capital of the company is $1,000,000, which is fully paid up.

The management of the Canadian Corporation will be in the hands of Mr. H. J. Daly, who has been manager of the Canadian branch. Mr. Daly will be managing director of the new corporation, and his assistants are all Canadians, Mr. W. J. Irvine being assistant manager; Mr. C. H. Rooke, officer manager, and Mr. W. L. Tobias, factory superintendent.

The National Cash Register Co. is one of the best known and most highly organized industrial concerns in the world, and its entire capital and ability is devoted to the creating and manufacturing of store and office systems.

The company's plant in Toronto is one of the most modern and efficient plants in America.

MOVIE STARS

A Chicago publishing house is featuring sets of 100 portraits of leading movie stars, each picture 2 x 3½ inches, the hundred cards being neatly boxed to retail at 25c for the set.

MACLEAN'S POPULARITY

Here is a significant message which was written across the top of the card containing the report of best selling books sent in by Russell, Lang & Co., the big firm of Winnipeg booksellers:

"Magazine winning most new friends—'MACLEAN'S.' Every Bookseller and News Agent in Canada should boost it.—'The Magazine Worth While.'"

TRAVELER GIVES DINNER

During the Fall Campaign the Moore Push-Pin Co., of Philadelphia, offered prizes to their salesmen for the greatest increase in new business on their respective territories and the winner, who proved to be John T. Shields, with a total increase of 32 per cent. over last year's sales, was rewarded by winning a good sized cash prize. Just to show his good nature and his feelings for the rest of the selling force and the office help, he arranged for a little dinner to be served at the Poor Richard Club in Philadelphia, and had as his guests the President, Edwin Moore; Sales manager P. G. Underwood, the salesmen, Walter L. Fretz and Carl L. Kaufman; the office force consisting of Miss Pantlen, Miss Stewart, Miss Brosius and Miss Hoffman.

Mr. Shields is big physically as well as in his ability as a salesman, standing over six feet tall and weighing over 200 pounds. The scribe to whom Bookseller and Stationer is indebted for a chronicle of the event is the authority for the statement that Mr. Shields on this occasion radiated good humor.

New Ideas in Christmas Greeting Cards

Effective Combinations of Canadian Views and Emblems with Flags and Subjects of Direct War Interest

A vitally interesting January event each year with the Canadian branch of Birn Bros., is the arrival of the new samples for the ensuing year. The books comprising the greater part of the line arrived toward the end of the month. Perhaps the outstanding feature, considering the whole range, is the striking manner which essentials of both warlike and peaceful pursuits have been harmonized in sentiments and symbols in the production of Christmas cards, folders and calendars.

This is especially true of the well known "Dominion series," in which Canadian scenery and types are linked up with the Canadian flag, coats of arms, the maple leaf and beaver, going on from these patriotic touches to the introduction of Imperialistic ideas and views of Canadian troops at the front, while war scenes are introduced in the way of decorations setting off most effectively, the principal characteristics of the repective designs.

One especially striking card in this series shows the Royal Standard together with a string of flags including those of Canada, Australia, India, New Zealand and South Africa with the bold motto " 'Tis but one flag when the Motherland calls."

A decided novelty is a folder with a flag of heavy silk attached by one edge to the front page of the folder. The exceptional weight of the silk is sufficient to keep the flag lying flat to the surface.

A lattice window, with a sepia landscape showing through the opening, is another distinct novelty.

Others are silhouette reproductions of Canadian gunners in action. A new set of postcards has designs of the Canadian ensign occupying the greater portion of the space with various Canadian views introduced in oval panels.

In the Heraldic series, the various coats-of-arms are pleasingly worked in with Canadian scenes, the maple leaf, Canadian soldiers and flags.

The Imperial series cards that combine patriotic subjects with the introduction of imprints of any town or city, affords localization that considerably enhances their appeal.

The Slip-in series presents new ideas and designs that fittingly work in with local views whether postcards or snap-shots.

Initial wafer seals are shown in a cabinet, the design of these seals being a life buoy.

Enclosure cards and Christmas tags are this year put up in little red boxes to retail at twenty-five cents a box.

The same advance is evidenced in the new Christmas letters and the calendars in different series.

It is noticeable that this year's collection of celluloid cards is very large. Heretofore they have not been extensively made in England. In postcards the latest development is an extensive series of glossy surface cards, plain and colored, being a good imitation of the gelatine process cards.

NAVAL PICTURE POSTCARDS

The Duke of Newcastle recently wrote to the "Times" on the subject of naval postcards, and his letter was followed by one from Sir Adolf Tuck, who said that the former's remark on the paucity of naval pictures and postcards as compared with the great variety published on the military side is not without justification. The reason for this apparent pictorial neglect of the Navy is not far to seek.

In the first instance the magnificent work of the Navy affords little for the artist to work upon. The Admiralty order, too, of some six weeks back, said Mr. Tuck, which prohibits the circulation of reliable pictorial representations of his Majesty's ships likely to assist enemy agents, has necessitated the recall of a considerable number of such designs, the Admiralty, in the case of my company alone, having selected no less than 121 out of the 202 different naval postcards and pictures, on which we had invited their judgment, for withdrawal from circulation.

"STOP THE WAR" POSTCARDS

Lord Meath is calling the attention of the Government to the propaganda of the peace party, says "Wants and Sales" of England. He has asked in the House of Lords whether the Government are aware that "Stop the War" postcards are being anonymously sent through the post, and whether the circulation of such literature will be stopped and offenders, if discovered, prosecuted? Lord Meath, of course, is the founder of the Empire movement. Although this movement has been a success, we shall probably think a great deal more about it after the war.

ALL-BRITISH CARDS

Relative to the developments in Christmas greeting publications the "Manchester Guardian" is the authority for the statement that instead of the old private Christmas greeting card there has now come in a great variety of what is called 'auto-stationery'—sheets of note-paper with a picture or a sentiment to be autographed by the sender. "It cannot be said," adds that paper, "that this year's cards are any improvement in the way of art, but the people who bother about art in Christmas cards or anything else are in an uncomfortable minority. This is the first all-British Christmas card season, for the old stock of German-printed cards was long since used up."

PUBLISHER'S TRAGIC DEATH

C. W. Faulkner, head of the art publishing house of that name, well known to the Canadian trade, was killed in an accident on the railway at Hatch End Station, London, on Nov. 18th. Deceased was in his 60th year.



G. N. Bolton, who has for the past four years been a member of the staff of the Robert Simpson Company's book and stationery department resigned his post there at the beginning of the year to join the 5th Overseas Battalion for service at the front and informed Bookseller and Stationer that the battalian expected to leave Canada very shortly. Mr. Bolton has been a capable member of the staff at Simpson's, having had years of previous experience in England, his father having been identified with the book publishing business for about half a century, for some years having a publishing house of his own.

Mr. Bolton has made many friends in the book trade in Canada who will join in expressing the earnest hope that he may be so fortunate as to successfully come through the campaigns to come in fighting for the Empire.

OVER FORTY FROM BRIGGS'

The printing and book-making trades are doing their share in furnishing quotas in the Canadian regiments. The enlistments have been so heavy from some establishments that the heads are finding it just a little difficult to keep up to their promises in the matter of completing their work. Several lists of these have been given in these columns previously. This is notable in the Methodist Book and Publishing House, Toronto, where over forty men have already enlisted.

How to win the Victoria Cross was the greatest anxiety of Gunner Thomas H. Sinnott, of the Canadian Field Artillery, when he enlisted in Toronto last September, aged only 18 years. His keenness to make progress was perhaps the reason why he was sent to France only a couple of weeks after landing in England in October. On December 21 he was shot in the right leg, and he is still suffering from shock. He is the eldest son of T. S. Sinnott, formerly of Toronto, now manager of the Winnipeg branch of the Imperial News Co.

James F. Walker, formerly of the Brown Bros.' staff, is a member of the 84th Battery, C.E.F., his company being at present quartered at Oshawa. He retains his keen interest in the stationery business and is getting Bookseller and Stationer regularly.

KILLED IN ACTION

The sad intelligence reaches "Bookseller and Stationer" through the Brown Bros., that that firm's former employee James Yates, who was a Bombadier in the 9th Field Battery, of Toronto, was killed in action on December 5th. He went to the front with the First Contingent. His enlistment was sent to Ottawa the morning after the news came of the declaration of war. A card reached Mr. Roden, of the stationery department of the Brown Bros., which was written by deceased on December 4th, the day before he was killed.

Another Big Change in the Book Trade

Dissolution of the Firm of McLeod & Allen—Mr. McLeod Takes Over the Business, Mr. Allen Establishes New Publishing House

One of the biggest changes of recent years in the Canadian book trade came early this year with the dissolution of the partnership that has existed under the name of McLeod and Allen for the past fifteen years.

Mr. Allen steps out and Mr. McLeod continues the business with the same agencies under the name of George J. McLeod.

George J. McLeod has had a highly successful career ever since he came to Canada eighteen years ago, from New York. When the firm took the form of McLeod & Allen, small quarters were occupied over the store of Michie & Co., the King Street grocers. Then larger premises were taken at 37 Melinda street, where continued growth was evidenced for nine years. Then for four years still more spacious quarters were occupied at 42 Adelaide street west, until two years ago, since which time the present ground floor flat at 266-268 King street has accommodated the business.

The business has been made a particularly strong one in point of copyright fiction together with agencies for such firms as The Bobbs Merrill Co., Grossett & Dunlap, The A. L. Burt Co., Hurst & Co. and P. F. Volland & Co.

It is not inappropriate to refer here to the leader in fiction which Mr. McLeod is about to introduce—Harry Kitchell Webster's new novel "The Real Adventure," into the exploitation of which Mr. McLeod is putting his characteristic energy.

Thomas Allen began in the book business as a boy with the Methodist Book Room in Toronto putting in twelve years with that concern up to the time he entered into partnership with Mr. McLeod. He is one of the best known and has been one of the particularly successful book salesmen on the road, intimately known to the trade throughout the Dominion.

Thomas Allen has established a new business, beginning with the Canadian selling agencies for Rand, McNally & Co., and M. A. Donohue & Co., of Chicago and J. M. Dent & Sons, of London and Toronto, besides which he will publish fiction. His first novel will be "Just David," the new story by the author of the Pollyanna books, an announcement of more than ordinary interest.

It is Mr. Allen's intention to pay special attention to publishing works of Canadian writers.

J. G. Oliver, formerly with the Musson Book Company, and Melville J. McLean, with Dent's last year, have associated themselves with Mr. Allen. Mr. Oliver will travel east, Mr. McLean west, while, Mr. Allen will make his usual trip through to the Pacific Coast.

RED TAPE AND RED INK

Red ink is no longer to be served by the London County Council to the teachers in London schools owing to the scarcity of the requisite dye for the red fluid. An English trade paper unkindly remarks that nothing has as yet been heard to the effect that red tape would be eliminated.

Booksellers in New York are the latest victims of the licensing mania. Their licenses involve restriction of business to the hours between sunrise and sunset, the recording of all sales and purchases, and the prohibition of visits to the houses of customers to buy, sell, or appraise books.

Monthly Record of New Books

Published by Firms Established in Canada

FICTION

Published by Cassell & Co.

The Hope of the House, Agnes & Egerton Castle, cloth, $1.25; Dark Rosaleen, M. E. Francis, cloth, $1.25; Dust of Life, Joseph Hocking, cloth, $1.25.

Published by Copp, Clark Co.

Rose O'Paradise, Grace Miller White, cloth, $1.25; Persuasive Peggy, Maravene Thompson, cloth, $1.25; The Eternal Magdalene, Robert H. McLaughlin, cloth, $1.25.

Published by Hodder & Stoughton

The Stepmother, Annie S. Swan, cloth, $1.25; Red Cross Story Book, by Novelists serving in His Majesty's forces. (Profits for Red Cross), cloth, 50c; Dulac's Picture Book, Edmund Dulac. (Profits for French Red Cross), cloth, $1.25; Land of My Father (Welsh Gift Book), by Prof. Morris Jones & Prof. Lewis Jones, cloth, $1.00; The Queen's Net, Harold Begbie, cloth, $1.25; The Temple in Tope, Indian Prize Novel, by S. Foskett, cloth, $1.25.

Published by McClelland, Goodchild & Stewart

Mr. Marx's Secret, E. Phillips Oppenheim, $1.30; Mildew Manse, by Belle K. Maniates.

Published by The Macmillan Company of Canada

I Pose, S. Benson, cloth, $1.25.

Published by The Musson Book Co.

Hilltop on the Marne, Mildred Aldrich, cloth, $1.25; Speaking of Operations, Irvin S. Cobb, cloth, 50c.

NON-FICTION

Published by Cassell & Co.

Life of Lord Strathcona (Biography), Beckles Willson, cloth, $5.00; My Own Past (Autobiography), Maude M. C. Ffoulkes, cloth, $3.00; Recollections and Reflections (Memoirs), Rt. Rev. J. E. C. Welldon, cloth, $2.50.

Published by McClelland, Goodchild & Stewart

Daily Telegraph War Map No. 19, Eastern Balkans, 75c; Eat and Grown Thin, Vance Thompson, $1.00; The Undying Story, W. Douglas Newton, $1.35; Ambulance for Boy Scouts, $1.00; Irish Fairy Book, Alfred Percival Graves, $1.00; The Peewits of Pinhoe. T. Haven Dimmock, 50c; Cornered by Scouts, Mark Harborough, 50c; The Drama of 365 Days, Hall Caine, $1.00; Prussian Memories, 1864-1914, Poultney Bigelow, M.A., F.R.G.S., $1.25; Between the Lines, Boyd Cable, $1.35.

Published by Hodder & Stoughton

Wild Life Across the Worlds, Cherry Kearton, cloth, $1.50; Atlas of Historical Geography of Holy Land, George Adam Smith, cloth, $7.50 net; Vocabulary of Greek Testament, Vol. 2, Prof. J. H. Moulton, cloth, $1.50; The Wind on the Heath, G. H. Morrison, cloth, $1.35; Words of This Life, Rev. W. Mackintosh Mackay, cloth $1.25; Intimate Letters on Personal Problems, Dr. J. R. Miller, cloth, 75c; What of the Dardanelles? Capt. Granville Fortescue, cloth, 50c.

Published by The Macmillan Company of Canada

Keeping Physically Fit, W. J. Cromie, cloth, $1.00; Letters From a Field Hospital, M. Dearmer, cloth, 75c; Fringes of the Fleet, Rudyard Kipling, paper, 25c; Community Civics, Field and Nearing, cloth, 60c; Lithography and Lithographers, J. Pennell, cloth, $4.50; Diseases of Poultry, Pearl, Surface & Curtis, cloth, $2.00; War Essays for Boys and Girls, Stephen Paget, cloth, $1.50; The Caliph's Last Heritage, M. Sykes, cloth, $6.00; The Marketing of Farm Products, L. D. H. Weld, cloth, $1.50; The Fruits of Silence, C. Hepher, cloth, $1.25; American Municipal Progress, C. Zueblin, cloth, $2.00.

Published by the Musson Book Co.

Men and Things (Humorous), Collected, cloth, $1.35; Blinded Soldiers' and Sailors' Book (Gift Book), Collected, cloth, boxed, $1.25; Over There (War Book), Arnold Bennett, cloth, $1.25; Our Boyhood Thrills (Cartoons) "Webster," cloth, $1.00; A Bundle of Things (Memories), Henry Scott Holland, cloth, $2.50; The First Canadian Contingent (Gift Book), Collected, cloth, 75c.

Some Price Advances

Increased Cost of Typewriter Ribbons and Carbon Paper and Other Items of Stationery

JOBBERS have been advised by manufacturers that an advance is likely in the price of carbon papers. And that the advance will amount to about $2,00 a ream, which will approximate in the neighborhood of 30c per box of 500 sheets. It is also expected that typewriter ribbons will advance in the same proportion, due to difficulty in getting indigo dyes. This will be the first advance that has taken place since the war, and it is probably due to the fact that there is a bigger demand now for carbon paper and typewriter ribbons owing to improved industrial conditions, or perhaps it was due to the fact that stocks on hand have been sufficient to keep the price down since war was declared.

Advances in stationery lines seem to be general. Pins have gone up 100% during the past three months, although some local jobbers have not yet advanced their prices that much. Paper fasteners have also advanced during the last few weeks, that is, by the manufacturers, who have written jobbers stating that after a certain date it will be necessary to charge higher figures. Colored pencils also went up 50% during the past week. As regards the ordinary lead pencil, some manufacturers announce that they will not be making cheap pencils for the time being, as they are so busy making better qualities, and cannot cope with the demand. It is not expected, however, that there will be any advance in prices except in the case of indelible, which can hardly be bought . As a result it is not likely that there will be many more cheap pencils on the market until the war is over.

Typewriter paper is up 2c per lb. this advance having taken place within the last month. This amounts to about 40c per ream or 10c a box. It is understood that an advance is possible in erasers, although these are still selling at reasonable prices. Though these advances are considerable, there does not seem to be much kicking yet from the consumer, who takes the advances complacently as a natural sequence of the war.

"Paper Toys and How to Make Them." is a most interesting item. It is a box, with the appearance of a book and it contains a hundred card board pictures for cutting out and colouring also a booklet entitled "Paper Toys and How to Make Them," for use with these card board pictures.

The Advertising of Wallpaper

Dignity and Forcefulness Are Essentials—By Publicity Seeds Can be Sown That Will Bring a Rich Harvest.

WRITING in the "American Wall-paper News," F. S. Philip has the following to say dealing with the subject of advertising wall-paper:

The strongest advertising points of the wall-paper and decorating business are too frequently overlooked by the wall-paper dealer in writing his advertisements for the local newspapers. This is probably often caused by his failure to appreciate them himself. The small amount of advertising done by many wall-paper dealers and the character of the advertisements surely seem to indicate that they do not think their business especially dignified and are satisfied to take what orders come to them.

If there is any business on earth that is entitled to a position of dignity and to the consideration of the public, it is the wall-paper business, for it does so much for people by making their homes attractive. Surely the wall-paper dealer or decorator need not apologize for his business or be satisfied with a mere pittance for his services. He should put his business before the public on a professional basis, clearly and convincingly. Ideas are a tremendous asset and to allow a few of them to find their way into newspaper advertisements, is to sow seeds that will bring a rich harvest.

It is a recognized fact that people are affected favorably or otherwise by their surroundings—yet this fact and its relation to the wall-paper business is seldom brought out in the advertisements of the decorator or dealer.

A decorator or wall-paper salesman, if he is competent, gives valuable advice to the customer selecting wall-papers, guiding her in the choice of a paper or set of papers that will express her individuality, at the same time keeping in mind the effects which the lighting and furnishings of the room will have upon the appearance of the wall-paper—but we seldom see, in newspaper advertisements, any effort to impress the public with the value of such services or with the fact that the dealer or decorator renders them.

That the cost of good decoration is a small percentage of the total cost of a new building and that there is special satisfaction in having the home complete and perfect as to wall-treatment during the first years, are facts seldom, if ever, presented in newspaper advertisements. Apparently the advertiser is usually content to allow the builder of a new home to continue in the belief that the cheapest possible covering for the walls will answer for a couple of years until the house settles. The owner of a new house is naturally in a mood to put off proper wall-treatment, for decorating is the last work to be done and every contractor on the job from the laying of the foundation upward, has probably been paid for extras. Nevertheless even he is open to the influence of a well-written advertisement.

Wall-paper is the background for all the furnishings. It has the power to enhance their effectiveness or to mar it seriously—yet one does not see this idea dwelt on to any great extent in the advertising of wallpaper.

Wallpaper is a very important factor in home-making, the sentiment which attaches to the home largely attaches to this material and to its use. It is as important to the beauty of the interior as the plumage is to the beauty of a bird.

Most customers for wallpaper are women and the man who retails wallpaper should naturally take this into consideration and endeavor to so construct his advertisements as to appeal to women.

A wallpaper advertisement should have dignity and forcefulness, should be written in a free, conversational style, and each advertisement should emphasize some one of the many strong talking points of the business.

Some Essentials of Success

Wallpaper Dealer Should be Well Posted on the Subject of Home Decorating.

MERCHANTS selling wall-paper should ever seek to impress upon people's minds that the proper decoration of the walls, is the basis of home beautifying. Who has not had the experience of seeing homes which, notwithstanding the good furniture and floor coverings, are ruined by reason of most inappropriate wall-papers? Dealers themselves should study this question so as to qualify as authorities in whom people will rest confidence in such considerations. Wall-paper dealers should in fact be able to give good advice on home decorating in general and when the dealer is one who combines the wall-paper business with the book trade, he is in a position to get extra business by bringing to the attention of customers, the many excellent books in print which deal with home decorations in its various phases.

A good advertising idea is to advise people that suggestions as to color schemes, in order to assure perfect harmony, will be submitted for one room or for an entire house.

This is a big question and in the case of a merchant who has a business of several distinctly different departments in his store, such as is the case with so many merchants in Canada who combine in one store, the book, stationery, fancy goods and wall-paper trades, it would seem most advisable that a practical man, well able to cope with all incidentals entailed in what has been said in the foregoing, should be placed in charge of the wall-paper department.

Too often, this branch of the business has but scant attention and it is no wonder that in many cases business slips away, going to painters and decorators or to dry goods houses having housefurnishing departments where wall-paper is given the attention it deserves.

Cardwriting Made Easy

by R.T.D. Edwards

THIRTEENTH OF A SERIES

ROUND WRITING PEN-LETTERING

THIS being the first lesson of this series in pen-lettering, it is advisable, for all who are following the course or who wish to begin it, to get busy immediately as this is an entirely new phase of the work. It is one of the most important branches of modern cardwriting. It is not necessary to know anything about brush work in order to learn pen lettering but the person who has gone through the brush-stroke Roman lettering should learn the pen work more quickly than one who has not. This is because the manipulation of the pen and the chisel-pointed brush for this class of letter, is similar and the letter formation is imbedded in the writer's mind. However, be you beginner or one who has been practising these lessons since their commencement, let us demonstrate how quickly you can master this form of work.

The pen lettering can be used on cards in any class of store—grocery, hardware, dry goods or stationery—all can use small price tickets or neatly lettered show cards and it is this class of work for which the pen is mostly used.

The round writing pens were first invented and made for the system of round writing, but their use for show cards purposes did not come into effect generally until a few years ago. Now they are being used so extensively that it is absolutely impossible for a cardwriter to come to a high state of efficiency without their use. The fact is that these pens have been a boon to the cardwriter. By their use we have a better formed and neater letter made in much less time than can be executed with the brush. This sums up in a few words their main points.

Pens in Various Sizes

These pens are to be had in eleven different sizes—one to six including half sizes—but the ones mostly used for cardwriting are one, one and a half, two, two and a half and three. Unless you are called upon to make some exceedingly small cards such as are frequently used in jewelry stores it is not necessary to get the smaller sizes. These pens are all blunt pointed, No. 1 being the broadest and No. 6 the narrowest. They are made from very thin steel and are tempered ready for use. Do not, as has been recommended by some cardwriters, burn with a match. This often weakens them, the points spread which renders the nib useless. It is absolutely necessary to use an ink retainer on these pens; if not the ink will feed down all at once and cause a blot. The ink retainer is a small brass arrangement which slips over the pen. These can be gotten from the same place where the pens are sold.

The ink for pen work is entirely different from that used for brush work. Use a heavy black carbon ink, not necessarily waterproof. You might think this expensive but a small bottle if kept corked while not in use will make a good many hundred cards.

The Chart Described

The principle of the manipulation of the pen is very similar to that of the chisel-pointed brush; the difference being that the brush is flexible while the pen is rigid. The heavy strokes are made with the broad side of the pen and the thin strokes are made with the narrow side. Take for instance, the making of the first letter "A." By turning the pen sideways with the handle pointing toward the right, starting at the top and drawing the pen downwards, you make the narrow line. To make stroke two you keep the pen in almost the same position but draw it down with its full width. Stroke three is made with the narrow side of the pen. The second "A" shows the curved cross bar. This is made by holding the pen rigid in the hand and drawing a wavy line. (See practice exercises).

The "B" is composed of three strokes. The pen must be held at the same angle for all three. No. 1 is drawn down with the full width of the pen. Keep the pen at the same position and start at the top of stroke one to make the loop (stroke two). If the pen is held tightly and not allowed to roll you will have no trouble in making the wide and narrow parts of either strokes two or three. Note that the end of stroke two meets stroke one nearer the top than the bottom.

The "C" is made entirely of two strokes. These must be practised to be made quickly in order to get them free and easy.

The "D" is another two stroke letter. It is made similar to the "B" with the exception that it has one large loop instead of the two smaller ones. The pen must be held as shown in Fig. I. This position holds good in practically all curved line strokes in this lesson.

"E" is a four-stroke letter. Stroke one is made with the full width of the pen while two and four are made with the narrow side. The centre stroke three is made by making a small narrow line and to get the spur, draw the pen downwards and turn handle to the left. This takes much practice and should be made many times. Stroke three on the second "E" is made similar to that of stroke three of the second "A."

The "F" is the same formation as the first "E" without stroke four.

The "G" is made up entirely of three strokes. Make sure to get the finish of stroke one curved upwards from the lower guide line. The "H" is a three stroke letter. Strokes one and two must be made equal distance apart and must also be kept at right angles with the guide lines. Care must be also taken to get the "I" at right angles with the guide lines. The straight part of stroke one of "J" does not touch the lower guide line but curves to the left to meet stroke two. The letter rests on the lower guide line where the two strokes join.

"K" is formed with three distinct strokes. Stroke

two joins stroke one above the centre. Stroke three projects further to the right than does No. 2. Note the angle at which stroke three joins stroke two.

The "L" is composed of one thick and one thin stroke.

The "M" is one of the most difficult letters to make with the pen; stroke one being a narrow one must be made with the narrow side of the pen therefore in order to get this the pen handle must be pointing directly to the right and parallel with the guide lines. Stroke two is made with the broad side of the pen. The finish of this stroke is the most difficult part. This is accomplished by turning the handle of the pen more to the right so as to get the side of the nib to touch the lower guide line and not overlap when stroke three is to finish. The latter is made with the side and stroke four with the full width of the pen. Strokes two and three should touch the lower guide line midway between the strokes one and four.

"N" is another letter that needs much practice. Make the two outside strokes first, then join them up with stroke three. The end of the latter stroke must be manipulated the same as the end of stroke two of "M."

The "O" is composed of two strokes. Hold the pen tightly for this letter and join the strokes at the top and bottom.

The "P" is a repetition of the "B" without the lower stroke and except that stroke two joins stroke one in the centre instead of nearer the top.

The "Q" is the same as the letter "O" with stroke three added. This latter is made with one sweep of the pen. Much practice is required to make this successfully.

The "R" is the same as the "P" with stroke three added. Note where stroke three joins stroke two.

The "S" is a three stroke letter. The top part of this letter is smaller than the bottom. This letter needs much practice before it can be formed well enough for use on the show card.

The main thing to watch about the "T" is to see that stroke two meets stroke one squarely in the centre.

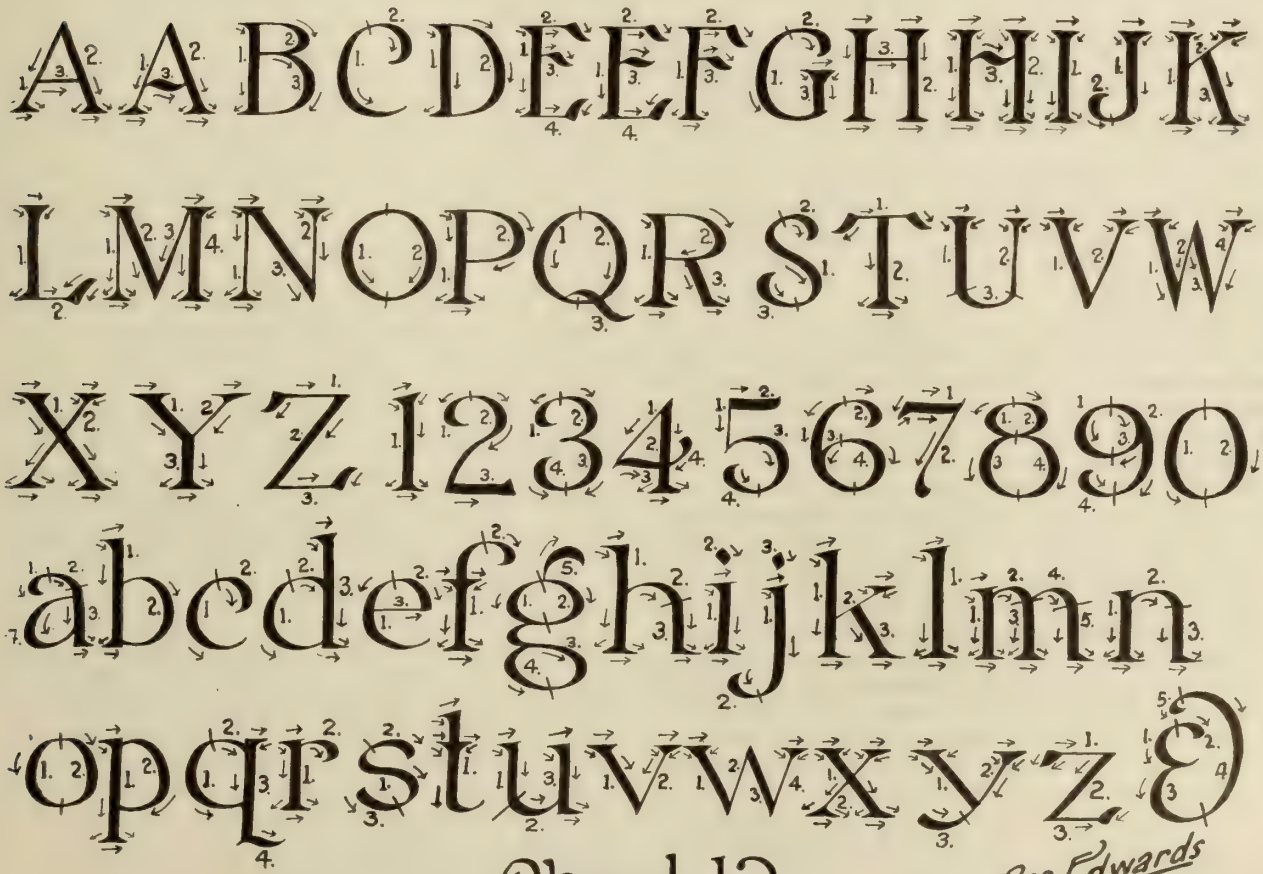
Practise this letter often. Stroke one and two must not come to the lower guide line but stop about one-eighth of an inch above it so as to allow stroke three room enough to curve upwards and still rest upon the lower guide line.

Stroke one of the "V" is similar to stroke two of the letter "M." In fact strokes two and three of "M" form a "V." Pay attention to the join.

The "W" like the "M" is very difficult to master.

(Continued on page 48)

Round Writing Pen
One Stroke Alphabet & Numerals



Budget of Book News from Montreal

Something About the Books Which Are Having the Best Run — Fiction Coming Back Into Its Own.

By MACLEAN, Montreal

THE violent reversal of accepted modes of thinking, the substitution of one extreme for the other, inaugurated by the war, has finally dwindled down into a clearer and saner preception in the public mind of the issues involved. At first it was a right-about-face in all lines of endeavor and thought. From utter unpreparedness the nation leaped to the frenzied activity of confused effort; from the reading of neurasthenic novels to the study of the wars of the past and the sequence of events that led up to this one.

But that could not last forever. It was too good to be true, also not normal. Hence, not desirable. Gradually, imperceptibly, albeit a trifle shamefacedly the reading public is back to the sweeter of its old loves. It is taking its mental pleasure, vicariously, not viciously as before, a sort of an experiment in cleaner, sweeter thinking. The pendulum of public taste, once swung to the topmost point of one balance, crashed back to the other, gyrated swiftly to and fro and finally settled down into a half-way house between that opens a door on either side to the pleasures of pure literature on the one hand and light reading on the other.

History and travel is still sold in excess of the ante-bellum days, but not almost exclusively as in the early months of the war. Fiction has come back into its well-earned own, but not to the extent of over-indulgence in studies of social pondering that was so noticeable eighteen months ago.

The mediocre writers that held the boards then have dwindled sadly—for them—in popularity; the good writers of wholesome fiction hold the boards, even to the exclusion of the class that runs them a close second, the writers of serious fiction.

Honesty of effort has displaced that swashbuckler of literature, the pot-boiler. Clean and wholesome thinking, if a trifle sad, has superseded the products of diseased imaginations. Poetry is becoming more worthy and more worthily appreciated.

Leacock's books are in great demand: "Moonbeams From the Larger Lunacy" remains one of the six best sellers, probably in the second or third place. The public eagerly devours anything that is wholesomely amusing, turning to it in relief from the grim actuality of the thing at their door.

Farnol is more popular than ever. "Beltane the Smith" is his first book in three years and is a vivid illustration of concentrated effort that refuses to be spurred to mere money-making. His critics say his themes are old and his whole flavor too entirely Robinesque. His friends reply that the best themes are always old because they have stood the test of time but that the swinging vitality of his wonderful pen pictures are always new. It is that very flavor of musty ale, of yew and oak of Lincoln green and Sherwood forest that finds him most friends.

Locke's "Jaffrey" is having a good if a lesser sale than the two previously mentioned.

Masefield and Tatsworthy are growing in demand, particularly the latter. Masefield falls more nearly into Noyes' class in demand for his books. The latter's offerings are quickly absorbed as rapidly as they appear by pretty much the same section of the reading public every time. The dealers feel safe in stocking heavily with any new work of the first-named authors on its appearance and less heavily with the others.

Ethel Dell's books in the fifty-cent edition are in great demand, and in some bookstores are in a class by themselves as far as sales go. Her last story, "The Keeper of the Door," has exceeded all expectations in local demand.

A direct result of the war's effect on the sale of literature is the increasing demand for the cheap editions, particularly of the six and seven-penny editions of standard works. In some quarters it is estimated that twenty-five per cent. of this trade run into the classics and the bulk of the remainder into the well-known books of the Victorian era and English translations of Dumas, Balzac, Hugo, etc., which as a commentary on his times offers some solace to the booklover.

A notable event in the book world is the return of the Christmas number of "L'Illustration," with its beautiful reproductions of oils. It will be remembered that this feature disappeared last Christmas.

To revert from the sublime to the ridiculous, a new catch for a cover is the arresting phrase "This novel has never appeared serially." The serial stories maintain a steady demand that is certain if not stupendous. Tho' the sale is partially destroyed the magic of the word of mouth recommendation of an enlarged circle of readers serves to create and maintain a steady clientele for any really worthy magazine serial.

A good illustration of this occurs in the case of Ian Hay's "First Hundred Thousand," which first appeared in Blackwood's. This book gives every indication of finding a real place in the literature of the war. It is probably one of the best works of fiction the war has produced in the English-speaking world. The calls for it are numerous and the editions exhausted as rapidly as they have been run off the presses. "A Hill Top on the Maine" is equally deserving of mention as one of the best sellers. "Between the Lines," by Boyd Cable, seizes the idea of enlarging upon the brief official communiqués and explaining what really lays behind the stereotyped "On our Western front nothing of any importance has occurred. All remains quiet."

Possibly owing to the recent visit of Lady Gregory and Padrick Cullom, interest in Irish literature has been greatly heightened. Another book, the sale of which may have been due to local influences is "Drawn Shutters," by Beatrice Redpath, a Montreal writer.

It is considered that amongst new books, Lord Redesdale's Memoirs would have taken a high place if orders could have been received before Christmas. As it is, the sale of this book is very good as is also that of John Hay's interesting memoirs. "Eat and Grow Thin," by Vance Thompson, has had a very good run.

The book sales are still running on, as it is found that the various dry goods after-Christmas sales place the bookman in the position of appealing to a penniless public unless he is willing to extend his sale on over into February.

VIEWS AND REVIEWS

By ARTHUR STRINGER

THE SIX WORST BOOKS

SINCE there have been so many lists of the Six Best Books, why not, for a salutary change, a list of one's Six Worst Books?

Yet such a list, while it has its advantages, also has its difficulties. For most bad books sink promptly into their sea of oblivion, and remain seldom worth diving for and never worth dredging for. They are carried down by their own ineptitude, like a shotted corpse dropped from a vessel's side. Life is too short even to remember them. Like the lower organisms they are, having multiplied with obscene prodigality, they in turn succumb with compensating rapidity.

But there are books which are bad in a much less neutral way than this. The passively evil book, it is true, is seldom commemorated, for the simple enough reason, I suppose, that it never sufficiently awakens either our scorn or our resentment. But a truly Worst Book must in some way possess the distinction of active and actual viciousness. It must be so bad, so patently or so insidiously bad, that it is worthy of a bell-buoy of warning where it menaces the channels of sanity or merits the flash-light of scorn where it threatens the sea-lanes of health.

Bad workmanship alone could never hope for a blue ribbon on such a list. The writer who stands obviously inept must remain, to resort to the old phrase, beneath contempt. Nor can we include in our list the studied diabolism of a Byron, or the Olympian transgressions of a Goethe, or the suave and mellow Neronics of an Anatole France. These come to us embalmed in their own crystalline fluids, like embryos in a doctor's alcohol-jars, as incapable of corruption as they are immune to morbid subversions. And the whole thing seems to resolve itself into a matter of intent. True corruption can be claimed, apparently, only by the artist who composes his soul by sanctioning its decomposition. It is not where you go, in the galleries of evil, so much as the way you go. The Louvre can show more nudity than Anthony Comstock found in all the barber-shop pornography of America.

Now, I can't claim that my list of the Six Worst Books is by any means a final one. I am not voluntarily and customarily saprophagous. Nor will it seem to all who read these lines that my list is a representative one. I do not pose as a policeman of the literary world. Nor is library slumming my favorite pastime. More active readers than I may know of books much worse than the six which I have singled out as being, to me, either speciously or unmistakably bad. I may have missed, in a somewhat busy life, the very cream of the flock. Then, too, I may be a poor judge of bad books, for even good books, I notice, sometimes fail to attract me. What is one man's meat may be another man's poison. And, still again, there are so many promisingly bad books which adroitly, yet calamitously miss the distinction of plenary depravity. They suddenly disqualify their own claims to misery, like street beggars with a hidden pocketful of silver. They confound both our estimate and our end by a disappointing trick of showing a gleam of worthiness stranded like a frost-fish in the mud-flats of their mediocrity.

How easy, indeed, it would be to sing off a list of these mere second-raters in evil, without even going back to ante-bellum days! The magazines are full of them. Binderies spawn them by the million. And someone must like them. So why should I make enemies by sleuthing through the pages of Harold Bell Wright or antagonize acquaintances by protesting that I consider "Me" somewhat of a disgrace to the Century Magazine, and "The Salamander," an affront to American metropolitan life, and "The Blue Flower," a honeyed transmutation of the inordinate phallus once characteristic of only Pompeian frescoes and Egyptian monuments? Why should I linger amid the assiduously subsidized lingerie of Chambers, who has been shrewd enough to capitalize vicarious Sybaritism, and, having done so, is with a perfectly straight face able to write: "The luncheon was a very informal one: there were only three footmen"? Why, indeed, tarry in the boudoirs of rosewater when the time to visit the abattoirs of abomination is so limited?

So, to cut this preamble short, I must come to the first book on my list. It is by George Bernard Shaw, and its title is "The Doctor's Dilemma." Like so much of Shaw, it is a clever book. It is, in fact, a diabolically clever book. The veneer of sophistication which surrounds its essentially vicious core, I might add, is startingly like the blind-pigger's Holy Testament which is made the receptacle for half-a-pint of moonshine whiskey. It is packed, not with human beings, but with marionettes so trickily managed that at first sight they may even seem alive. And it is the purpose of these marionettes to prove that science is absurd, that surgeons are fools, and that practitioners are fakers. Now Molière, for instance, did not altogether love doctors. But he happened to love mankind. So our Frenchman, even in his medical scenes, remained real. But Shaw and reality have nothing in common. In this book, even as in "Mrs. Warren's Profession," he displays that monstrous egotism which forever prompts him to seek notoriety, if not by means of obvious paradox, then by means of actual misrepresentation. The world, to wit, owes nothing to medicine. All doctors, besides being frauds, are braggarts and bullies, with the engaging habit of talking, when confronting their patients, like police-magistrates with a headache after too much Scotch and Schopenhauer. According to Shaw, of course, vaccination (with the whole attenuated virus system of prophylactics) is "an African hoodoo," on a par with the "rite of child-sacrifice." Marriage, being essentially immoral, should be abolished. And Truth, remaining upright, is commonplace. So give the world goose-flesh by standing Truth on its head. Make the ladies shudder and scream by upsetting the furniture in the house of worldly convention. Break the chinaware and make faces at the company. Empty the coal scuttle of dustily unco-ordinated ideas and do literary acrobatics on the hearth-rug!

But sad is the hour in the life of our indulged 'enfant terrible' when the company is elsewhere engaged. And Shaw, the Peter Pan of the Fabians, has looked up to find that company suddenly absorbed in a much sterner war than any he could make with the fire-tongs of his fluent inexactitudes. A great struggle brought a great crisis to

his Empire. And that Empire suddenly found small use for word-fiddlers. That infantine if not always innocent parade of naughtiness was no longer an amusement. It merged from a diversion into a symptom, and from a symptom into a menace. The bearded Peter Pan of Chelsea has had many things to say about this war. They were invariably foolish things, smart and unhelpful things. They proved that the life-long trick of trying to be startling has a tendency to leave one without either sincerity or vision. And to be without one actually constructive idea when your world austerely demands reconstruction, must indeed be a saddening discovery for an agile iconclast steeped in a restless passion for attention. That is one reason why I have no more space for Shaw.

The transition from my first Worst Book to my second in a transition from evils of the mind to offences of the body. Wound Shaw, for all his lurid perversity of attire, and he fairly bleeds with conventionality. But cut light or deep through the skin of George Moore and under a thin shell of perfumed graces you disclose putrescence. And it is a putrescence of which Mr. Moore is proud. That is why I have chosen his "Memoirs of My Dead Life" as my second Worst Book. "Humanity is a Pig-sty," avers Moore. "I am ashamed of nothing I have done, especially my sins. My thoughts run upon women"—but, it will be promptly discovered, only upon unfaithful women, to whom, according to Mr. Moore, Art owes everything. For "nympholepsy," this same Gallicized aesthete assures us, "is a beautiful disease."

Beautiful or not, this psychasthenic celt seems to have caught it at his mumps-and-measles era and to have nursed it in his blithely libidinous bones right down to the arm-chair and arterio-sclerosis age. But the main trouble with George Moore is not his dirty-mindedness. Rabelais can beat him at that. Degas can be more winningly revolting; a dozen French decadents can be more alluringly carnalistic. The great trouble with George Moore is that he is a bounder. He is a rotter cursed with the gift of fine writing. Instead of startling you into admiration by his creed of frankness in connection with his early amorous adventures in Paris, he tires you with his studiously elaborated phthisical waitresses, his libidinous models, his autumnal studio—courtesans and grisettes and cocottes, his "spent loves," as he entitles them, off whom he is now willing and ready to collect a sort of cadet tribute of the second dimension, fattening on those proceeds by the promulgation of a system of pink-slavery—if I may coin the phrase—which seems to leave the older-fashioned white-slavery of The Mann Act anaemic in comparison. Nor can his vicious tittle-tattle of Paris ateliers be altogether extenuated as the intimacies of implacable self-revelation. For instead of standing a second Rousseau he seems more like a malicious old woman pre-occupied with the retailing of back-stairs gossip. Of courtesy and kindliness, you will find no trace. Yet even what I have ventured to call his dirty-mindedness, his impeccably polished salaciousness, might be forgivingly interpreted as a natural and honest revolt against Puritan and Victorian smugness, were it not for the man's disheartening egotism, an egotism so vast that it can regard itself as a sort of septic tank, whereby artistic uncleanness, once seeped through a personality so engaging, is transformed into the most crystal of currents. His blithe "peccato di carne non e peccato" note from the Naughty-Nineties is as false and empty as the Sphinxes and blue-china ballads of the Oscar Wilde era. Its first and great fault is its unhealthiness. "Youth," wrote one of his petticoated apostles not long ago, "is excuse enough for a thousand nights of sin?" Mr. Moore may agree with that, but I can only add what an eminent hospital-doctor has said: "It would do that lady good to attend our out-patient department and see, not one youth after a thousand nights, but a thousand youths after one night!"

To turn from George Moore to Theodore Dreiser's "The Genius," my third Worst Book, is like passing from a rose-tinted boudoir where a Celtic Camille sips Baudelaire with one hand and absinthe with the other, to a wooden-fronted roadhouse on a Long Island auto-route and the local constabulary's black-list. For Mr. Dreiser, like Mr. Moore, is a victim of the sex obsession. But instead of giving you regurgitations of Gautier and absinthe, he gives you good, old American-made fusel-oil whiskey, something with a kick, something tangy of the soil, and especially the backyard soil. There are seven hundred and thirty-six closely printed pages of "The Genius." And it is all about the liaisons of one Thomas Jefferson Witla, the hero with the fixed habit of promptly pawing his women acquaintances who as promptly and invariably melt into moral jellyfish at his first ursine advance. About this super-man of Sex cluster a group of characters accepted and treated as essentially animals propelled only by the instincts of reproduction and self-gratification. To these various concupiscent adventures a fictitious air of impersonal solemnity is given by an artfully sustained pose of 'naturalism.' Dreiser's pages, mark you, are not over-smeared with the glamorous and decadent serpents of sin which leave "Memoirs of My Dead Life" so beguilingly scented with musk. Instead of the debilitating perfumes of Watteau-silks and Pompadour-satins it is the homelier odor of the overlooked laundry basket on its way to the tub. Yet the whole thing is an aphcodiciac, a capsule of cantharides between book covers. It is a colossally elongated excoriation of the fig-leaf, a ponderously evolved condemnation of reticence. While posing as photographic in its fidelity to detail, it is the "realism" which venally concentrates its attention on the soul's underworld of passion, the "naturalism" which prefers to view life only through leper-squint of the licentious.

Of the Dreiser style and the Dreiser psychology, little need be said. The style is that of a high-school boy turned journalist overnight. And when your first end and aim in life is to animalize your characters, to exhibit them only in their sex reactions, there is scant need for psychology, true or false, no matter how longingly and lingeringly you may dwell on the Cyrenian details of each erotic adventure. Why it was all written, Heaven only knows! What it teaches, or what it elucidates, or what it exposes, beyond that febrile predisposition for the salacious and that morbid enterprise in exploiting lasciviousness already betrayed in "Sister Carrie" and "Jenny Gerhart," I leave to more patient readers than myself. I prefer outdoors, which is clean, to disorderly roadhouses arbored in pink cotton roses and verdured with paper grape-vines. And I find still further fimetarious product to be plowed under.

The eternal indictment against yellow journalism is not because of its divorce from facts. But journalism becomes "yellow" when it selects and marshals those facts subservient to its ulterior purpose of defeating truth and producing sensation. The same holds true of melodrama. Its great drawback is not that its effects are too impressive, but that the causes producing these effects are not sufficiently substantial. And the same is also true of "rag-time," which fatigues attention by its too frequently recurring explosions of sound. And still again the same is true of "yellow" literature. When a mind essentially superficial grapples with a problem essentially complex, you may get a snap judgment on racial issues that makes startling melodrama but seldom, alas, either soothes or controls human destiny. That is why I am compelled to include Thomas Dixon's "The Leopard's

Spots'' in my list of Six Worst Books. I have neither the space nor the wish to give a detailed analysis of Dixon's methods. You can sit through a second performance of ''The Birth of a Nation'' (done over from Dixon's ''The Clansman'') and discover them for yourself. In doing so, however, you may also discover that the Klu-Klux Clan was the one beneficent 'accoucheur' of the United States, that the way to solve problems of passion and race is to fan the first and pan the second, and that the melodramatist's trick of rushing in where the angels of artistry themselves fear to tread is the secret of American ''punch'' in twentieth-century literature.

In coming to my fifth Worst Book, which is George S. Vierick's ''Confessions of a Barbarian,'' I am prompted to explain that your modern German is a good deal like a puff-ball. In his expenditure of organized energy he is magnificent. But when your Teuton turns aesthete, he usually goes bad. He goes bad mushily, like the 'Lycoperdon giganteum' he is, and in a manner offensive to the nostrils. Vierick, even as a decadent, has been merely a derivative versifier with a penchant for self-advertising that could put a P. T. Barnum to the blush. Now Shaw, as we very well know, has been no mean ballyhoo beside his own tent door. That tent, whether you admired his array of acrobats and monstrosities or not, was never an empty one. But in the little saw-dust ring of Vierick's soul you find only a little Vierick in spangles giving an imitation of George Moore's imitation of Montmartre Byronism. It is suggestive of a Coney Island capper frantically dispensing the lilies of laneour passed on from the hand of an Oscar Wilde. Yet justice compels one to admit that this hyphenated American has the facility of the bilinguist and the nervous alertness of the Surf-Avenue puller-in never sure of his crowd. ''My temperament is more dynamic than aesthetic,'' he has modestly confessed. ''If I were not Vierick I would gladly be Edison. I sometimes suspect that I would rather have reared the Metropolitan Building than written my poem, 'Queen Lilith.' The spirit of America has eaten into my heart.'' And his further confession that Wall Street is more interesting to him than Parnassus may be accepted as a literary foreshadowing of later circuitous emoluments as the editor of ''The Fatherland,'' that most imaginative of pro-German weeklies. So our poet of serpents and Lilith and perfumes retires pensively into the sanctuary of generously subsidized vituperation against the British Empire. For, as he again modestly confesses, ''I realize that I am too far ahead of the pageant of American life to go one step further. I have reached an 'Ultima Thule.' Seated by the roadside, I shall wait for America to catch up, dividing my time, perchance, between love and the ticker.'' But America's ultimate triumph in overtaking this advanced spirit, I venture to add, would be that strictly modified triumph of the farm-collie which has met and vanquished the musky pole-cat.

And the mention of this thuriferous animal brings me to my sixth and last book, which is Elinor Glyn's ''Three Weeks,'' though I find a strong rival—and I use the adjective advisedly—to it in ''The Tree of Knowledge,'' an even more muskily emancipated but less artfully concocted example of this new-fangled servant-girl type of fiction, which, of course, must be full of Art and 'Igh Life, and must circle as familiarly around Debussy and D'Annunzio as its ancestor of the Victorian era pirouetted about Dooks and parthenic offspring. But ''Three Weeks'' misses the double-star of Baedeker because of its own regularly recurring row of asterisks, which invariably interpose when honor seems about to give up the ghost, the same as a screen is put about the bed of a patient dying in a hospital-ward. I'd like to talk about ''Three Weeks'' for three pages. I'd like to tell . . . . But, you see, Elinor's ever-timely asterisks will have to save the day, for my space is used up, and, besides, I have a feeling that I'd like to go out and be well fumigated!

TAX FOREIGN MAGAZINES

''Economic Advertising,'' a Toronto publication has this to say editorially in its last issue:

''The lawmakers at Ottawa, in looking about for ways and means for additional revenue through War Tax, would do well to give serious consideration to the plan of placing a war tax on foreign magazines or publications distributed in Canada.

Such a tax would of course affect American publications principally. Carloads upon carloads of American magazines are brought into Canada every month. The Dominion Government receives practically no revenue from these imports. Yet they are in direct competition with the several excellent Canadian publications, each one of which creates a certain amount of revenue for the Dominion.

The millions of copies of American magazines and weeklies distributed in Canada every month are the backbone of the competition between American made goods as against those bearing the Made-in-Canada stamp. The success achieved by Canadian manufacturers in making war goods—an entirely new line for them—clearly demonstrates the ability of Canada to make every line of merchandise required by our growing population, once the interest of our home industries is aroused.

The proposed war tax on the selling mediums used by American manufacturers in the Canadian field, undoubtedly would go a long way toward encouraging the interest of our home manufacturers. We urge the passage of a war tax on Foreign publications.''

BRIEF NOTES ABOUT NEW BOOKS

On April 15 a Chicago publishing house will issue Lilian Bell's ''About Miss Mattie Morningglory,'' which is heralded as this author's masterpiece. The author of ''The Love Affairs of an Old Maid,'' ''The Expatriates,'' ''Hope Loring,'' ''Carolina Lee,'' and a dozen other novels, has put three years of labor on her new production.

Harold Titus, who is known best as a magazine writer has produced ''I Conquered,'' a thrilling story of the Western plains. It is a story of a man's victory over the drink habit and mastery of himself.

''My Friend Phil,'' is announced as a wonderfully sweet and attractive record of the doings of Little Phil a lad who is destined to take a place with Peter Pan and David Copperfield, as a lovable child. The author is Isabel Peacocke, an English woman.

With the view of having a New Testament that will be suitable for sale with juvenile books rather than with the regular Bible stock, an edition has been brought out called The Illuminated New Testament, with explanatory notes. There are many colored illustrations and the binding and style are in keeping with other juvenile gift books. The coming of this book is particularly appropriate this year when the International Sunday School lessons are taken from the New Testament.

''Our Miss York,'' by Edwin Batman Morris, is a novel announced for early publication.

SOME TORONTO LIBRARY STATISTICS.

Here are some striking statistics from the report of the Chief Librarian, Dr. Locke, to the members of the Toronto Public Library Board:

The use of books in the Public Library, 1915, is a million and a quarter: reference library, 209,594, home reading, adults 642,901; municipal reference library 7,492, home reading children 249,260. Reference work with children 146,536. Increase over 1914 is two hundred thousand. Books added to the library, 31,946—a hundred for each working day.

Need of greater accommodation was emphasized at a special meeting of the Library Board of Management at the Reference Library on Jan. 25th. Both W. J. Lee, chairman of the board, and the chief librarian, made recommendations to this effect.

Dr. Locke proposed that the present Reference Library building be extended north on St. George street, the upper story to be constructed as a modern historical art gallery, and the lower to be divided into a children's room, a circulating library and reading rooms.

The construction of the three branch libraries, at High Park, Wychwood and the Beaches is well under way, and will be completed early in the spring.

During the past year books were supplied to soldiers in barracks and camps, the Exhibition grounds, and the internment camp in Northern Ontario at Kapuskasing.

HAMILTON PUBLIC LIBRARY.

Hamilton, Jan. 28th.—Reports presented at the annual meeting of the Board of Governors of the Hamilton Public Library showed the total number of books added during 1915 to be 4,706 of which 3,056 were for adults and 801 for juveniles. At the branch library 638 adults' books were added and the juvenile files were augmented by 211 books. The two libraries now contain 54,406 volumes. The chairman, Senator John Milne, stated that the library of 275 volumes installed in the armories for the benefit of the soldiers was well patronized and greatly appreciated by the men.

The report of Librarian, Adam Hunter made special mention of the manner in which the juvenile classes were attended and of the good results which were accruing. Miss Carrie Banting, who is in charge of this department, reported that the year just closed was replete with encouragement and promise. The department has outgrown its limits in space and the librarians are looking forward to being able to relieve the congestion shortly. The circulation in the main library was 258,082, and in the juvenile department 60,462. At the branch library on Barton street, 34,512 books were in circulation among adults and 9,995 among juveniles.

MONTREAL CIVIC LIBRARIAN

Montreal, Jan. 20th—Hector Garneau, a son of the late Alfred Garneau, official translator at Ottawa, and a grandson of Mr. F. X. Garneau, the Canadian historian has been chosen by the Board of Control for the position of civic librarian. The new librarian is an advocate by profession but for some years past has devoted himself entirely to literary work. He will enter upon the duty of choosing books and other material for the new library which will be ready for the public some time next year.

When the question of the appointment came before the Board, Controller Cote proposed that Mr. Casimir Hebert and Dr. W. H. Atherton be appointed assistants, but as the library is not yet completed it was decided to hold over any other appointment until the end is in sight.

BEST SELLING BOOKS

Canadian Summary—Fiction

1.	Beltane, the Smith. Jeffery Farnol	70
2.	"K". Mary Roberts Rinehart	48
3.	Lost Prince. Frances Hodgson Burnett	26
4.	Michael O'Halloran. Gene Stratton Porter	23
5.	Dear Enemy. Jean Webster	21
6.	Money Master. Sir Gilbert Parker	20

Non-Fiction.

My Year of the Great War. Palmer.

Juvenile

Volland's Mother Goose.

KINGSTON PUBLIC LIBRARY

Reports presented at the annual meeting of the Public Library of Kingston, Ontario, showed a total of 30,650 books issued during 1915—25,919 adult and 4,731 juvenile. The number of magazines issued was 10,265; the number of subscribers was 960; juvenile cards, 115; free tickets, 40; number of books in the library, 8,004; number of books added during the past year, 1,014.

It was stated by the librarian, Mrs. Kennedy, that the books pertaining to the war which had been added to the library were very much appreciated. All old magazines were sent to the camp at Barriefield and later to the various soldiers' clubs about the city.

The election of officers resulted: President, Col. A. E. Ross, C.M.G.; Vice-president, James Craig; Treasurer, James Redden; Secretary, Dr. Isobel McConville. The following were elected to be the Board of Management: T. McKeown Robertson, A. Strachan, Major W. L. Grant, Col. H. R. Duff, T. J. Rigney, Col. G. H. Ogilvie, Miss Ann Davidson, James Farrell, Dr. A. W. Richardson, Miss Lillian Mowat, Walter Macnee, Mrs. Stafford Kirkpatrick, Mrs. P. C. Stevenson.

BERLIN'S ENLARGED LIBRARY

In Berlin, Ontario, a new wing of the Carnegie Library has recently been completed at a cost of $13,000, besides which about $6,000 was expended in improving the old building.

The re-opening, with appropriate ceremonies, took place on the evening of January 26th, with the Active Minister of Education, Hon. G. Howard Ferguson officiating. He congratulated the city of Berlin upon possessing so fine a library, describing it as one of the largest and best equipped in the smaller cities of Canada. There were addresses by W. R. Nursey, Inspector of Public Libraries for Ontario; Mayor Hett and C. H. Mills, M.P.P.

MORE FROM OPPENHEIM

Still another new novel by E. Phillips Oppenheim, that most prolific of fictioneers, is to come in April. Its title will be "An Amiable Charlatan." Despite his multitudinous stories, Oppenheim is never stuck for plot or leading his hero through original situations. This time, according to advance information, he tells the story of an inordinately wealthy American who visits England with his daughter, but instead of acting as a tourist should, he needs must feed his appetite for sensations, having been an inveterate reader of detective stories, and finds amusement in going about disguised and under an assumed name, consorting with criminals and getting himself watched by Scotland yard. This is only a hint of the man's extremely adventurous course, making up a book that will be as readable and full of action as the Oppenheim thrillers that have gone before.

Readers' Guide to the Magazines

Best Stories of the Month—Features That Are Good and Some That Aren't.

W. W. JACOBS is back! This is good news for the myriads of magazine readers who have chuckled with Bob Pretty and followed with delight the adventures of Ginger Dick, Peter Russet and Ole Sam. Jacobs is perhaps the most original humorist of the day and his sailors, at sea and ashore, exemplify his absolute genius for complicated situations and dialectic invective, There are more laughs to the square inch in "At Sunwich Port" and "A Master of Craft" than in any other modern book of humor we wot of. Furthermore, Jacobs has chosen the American magazine field as the scene for his "come back" and is starting a new serial "The Castaways" in "Hearst's." It is, of course, illustrated by Will Owen. A Jacobs story, without Owen illustrations would be like Dickens without Leech and Cruikshank, George Ade without McCutcheon or Harry Leon Wilson without F. R. Gruger.

* * *

The American edition of the Strand has been discontinued for a very unusual reason. It is now illegal to export certain metals from England and, as the Strand sent page plates over to New York to be printed there, the prohibition included them in its scope. It may be that the publishers did not struggle very hard against this drastic interpretation of a war-time measure; for the American edition was not a thriving infant. Nor will there be any particular wail from the magazine readers on this side of the Atlantic. The Strand—well, it used to be a much better magazine than it is now.

* * *

You often hear of people getting less for a thing than they had expected, or fondly hoped for, but seldom of anyone getting more. And yet it sometimes occurs; once, even in regard to a magazine feature. The story goes that when Nicolay had completed his life of Lincoln, he sent it to the Century and followed afterwards in person, with a friend and adviser, to discuss the matter with the editor. The latter had decided that he wanted the history and offered Nicolay $25,000 for it. Now the historian was not versed in magazine matters, and he had expected to be offered something very considerably less; and was moreover prepared to accept that something. When he heard the editor's offer, a curious expression went over his face—astonishment, incredulity, sudden delight, all mingled together. He murmured something about consulting his friend and hastily withdrew into the hall with his adviser. The object of the retreat, was to gain an opportunity to regain his composure but the editor interpreted it otherwise and, when the pair returned, reopened the negotiations by raising the offer to $50,000. Nicolay accepted.

* * *

A remarkable serial story has started in the Red Book. It is by James Oliver Curwood who wrote that very interesting series of stories "Kazan, the Dog Wolf" and that very improbable but highly exciting story of the north "God's Country—and the Woman." The remarkable feature about his new effort is that the hero of the story is a grizzly bear. Thor, the mighty boss of a certain range of northern woods, is a pretty entertaining old fellow but, inasmuch as he has established a guardianship over a stray cub, the Big Stick that Roosevelt keeps for nature fakirs may be brought out for Mr. Curwood's benefit. Grizzlies either kill cubs or make them keep at a distance by gentle cuffings—little taps on the head with no more force behind them than the strokes of a steel riveter. However, it's a mightily interesting story and can be recommended without any reservation.

* * *

The Good Housekeeping Magazine is rapidly creating a distinct niche for itself. It carries some remarkably good features—even Rose O'Neill and her Kewpies have gone over to Good Housekeeping—and is now building up a strong coterie of fiction contributors. Juliet Wilbor Thompkins, Maude Radford Warren and Coningsby Dawson are the leading contributors to the last issue. Harrison Fisher and James Montgomery Flagg are found there too. That, of course, goes without saying.



JOHN GALSWORTHY,
Author of "The Freelands" and other notable books.

* * *

John Galsworthy has another contribution in the current issue, under the title of "Second Thoughs on This War," which is remarkable for its depth of feeling and breadth of view.

* * *

Stephen Leacock went to sleep one night and wakened up in Germany. He writes of what he saw in the March issue of MacLean's Magazine under the heading "Germany from Within." It is the most laughable sketch that the author of the "Sunshine Sketches" has written in a long time, but it has a serious purpose. Behind all his raillery about soup trains with hose attachments, the serving of certificates in place of food and the making of cigars from the refuse of the tanneries, is the intention of showing the futility of the rather prevalent form of pessimism which sees efficiency in everything the Germans do and laxness in everything the British do. The other outstanding feature of the March issue of MacLean's is a story by Alan Sullivan "The Unburied Hatchet," which tells of a recruiting meeting on the Indian reserve at Ohsweken. It is perhaps the finest contribution to distinctly Canadian literature that the war has produced.

* * *

You may or may not care for the opinions of the Dr. Johnson of the Irish-Americans, Mr. Dooley to wit, but read what he has to say on the question of the Ford Peace Expedition anyway. It appears in February Hearst's. It is superlatively good.

* * *

A serial story "The Thirteenth Commandment" by Rupert Hughes is running in the Red Book. It started out and ran along for several instalments in quite a steady and sober way, not at all like the two by the same spec-

tacular writer which preceded it. "What will people say" and "Empty Pockets." Then something happened. It began to get decidedly spotty. Knowing that magazine serials are sometimes written from month to month and that when there is any sign of the flagging of public interest the author finds it necessary to do something, one is inclined to put two and two together. Hughes is a clever writer, a most exceptionally clever writer in fact. It is a pity to see him pandering to the alleged taste of the public for the light and lurid.

* * *

Everybody's Magazine pays penance this month to the principle of haste which has crept into the American magazine field. Last year they ran a serial by Owen Johnson who gained fame with his "Stover of Yale" and then perpetrated "The Salamander." It was called "Making Money," it dealt with high life in New York and it was illustrated by James Montgomery Flagg. Nothing was needed, therefore, to make it a huge success. And it proved to be a not half bad story, though it flattened out somewhat in places. It seems that Johnson wrote it from month to month and did it in such a hurry that the editor of Everybody's had to rewrite parts of it. Whenever revision was necessary, the editor sent proofs to the author who accepted the changes without protest. Then one day the last two instalments came in together and a note was with them to the effect that Mr. Johnson was sailing the next day for Europe. "The finish of the story," says the editor, "looked as though it had been written by Mr. Johnson on his steamer trunk! Accordingly it was rewritten entirely. Mr. Johnson, of course, didn't get a proof and when he saw the new ending that had been written for his story he didn't like it at all; in fact, he was so incensed he demanded that Everybody's publish the ending as he wrote it in justice to his literary reputation. Everybody's did so, gave a full explanation and republished the ending as they had rewritten it. And the funny part of it is that the revised ending, while not a literary gem of purest ray serene was much superior to the wooden finish that Mr. Johnson had seen fit to append to the story himself. The explanation, therefore, does not add anything to the literary reputation of Owen Johnson; and, remembering "The Salamander," one is inclined to smile.

A NEWCOMER IN FICTION.

Peter Clark Macfarlane, whose novel "Held to Answer," will be published February 9th, was at one time general secretary of the "Men's Brotherhood of the Disciples of Christ" and traveled about fifty thousand miles each year all over the United States. In 1911 he resigned his position to go to New York and devote his whole time to literary work. For a newcomer he did not have to wait long for success. A biographical sketch of George W. Goethals was instantly accepted by a magazine editor and this brought requests for similar contributions, so that Mr. Macfarlane made an excellent living for himself and family. However, the call of the novel was strong within him and it did not require much urging on the part of his publishers to induce him to break away from his comfortable New York home—and income—and go back to San Francisco, where he has devoted a whole year to writing "Held to Answer." Which is being heralded in terms of the greatest praise as a big book of the type of Hall Caine's "The Christian" and Churchill's "Inside of the Cup".



PETER CLARK MACFARLANE,
Author of "Held to Answer."

"It is Doubtful if a Borrowed Book

has the same effect and influence on its reader as a book that is a personal possession. Its reading is apt to be that of casual acquaintanceship rather than responsive friendship, and when returned, is very often as promptly out of mind as out of sight. But a book of one's own selection, bought with one's own money, read with the joy of ownership, and kept on the table or put on the shelf, grows day by day an ever dearer friend.

"There are people who at times have to make a choice between books and bread. There are times when the bread needed is—books."

—*Kate Langley Bosher*

DAVID PENSTEPHEN

Readers of "Christopher" will remember Mr. Pryce's remarkable faculty for presenting persons and situations as a child would see them. This is true to an even greater extent of this author's new book "David Penstephen," recently published by McClelland, Goodchild & Stewart.

David began wondering about things when he was seven years old and was wakened very early one morning to leave the hotel in Brussels, where his father and mother and David and little Georgina and Betsey, their nurse, had been staying. Why were they always traveling around? Why was his mother sad so often? David wondered.

As the years flew along, going to school and growing up took up David's mind and he forgot to wonder. Then suddenly and from an unexpected quarter came the revelation. It came, at first, like a flash too strong to be borne. Then it cleared up everything that David had never understood. It changed him, too, from a boy to a man, crystallized his boyish inclinations, and showed him a plain road ahead to the life he wanted to lead. The books of Richard Pryce which have been published in America are "Christopher," "Jezebel," "The Burden of a Woman," "Time and the Woman," and "Elementary Jane."

JUSTICE

Man, woman, law, crime and society are portrayed as they exist by Corra Harris in her remarkable book "Justice," published by the McClelland, Goodchild & Stewart, in which she lays bare the elemental things in human nature, tearing away the mask that has shielded marriage, breaking through the pomp of the law court, so that judges who read the book will hardly be able to otherwise than acknowledge their fallibility. The book reveals in their true lights the unreason, the inequality and onesexedness of human justice.

BRIEF NOTES ABOUT NEW BOOKS

Ethel Sidgwick, the English author whose "Duke Jones" was one of last season's successes, has a new book coming shortly, entitled "The Accolade."

* * *

Readers of Phoebe Gray's delightful story "Little Sir Galahad," will welcome a new book by this author to appear in February. It's title will be "The Golden Lamp."

* * *

In "The Heart of Thunder Mountain," Edfrid A. Bingham gives a vivid presentation of a woman's love and devotion. It is a tale of Western ranch life. There is an ardor and freshness in the manner in which this story is spun that will make thrill even the most case-hardened novel readers.

The Climax of May Sinclair's new novel "The Belfry" comes in scenes of the great war. It is a swift-moving tale and not the least of its merit is found in the most engaging presentation of a group of curiously assorted characters most life-like.

* * *

Mary S. Watts, author of Nathan Burke, has a new novel out this year, entitled "The Rudder," telling the story of an intelligent, well-bred and socially well-placed young woman who touches life in many places.

* * *

"Sadie Grove," the play, has been one of the New York successes, convulsing the audiences with laughter which adds interest to the announcement that the story is to appear in book form. It is described as a comedy of "much too much" honeymoon.

* * *

"When a Man's a Man," is the title of Harold Bell Wright's new novel. The publication date is set for August 10th.

* * *

Peter Clark MacFarlane's new book "Held to Answer," is an emotional novel which is being likened to Hall Caine's "The Christian." It reveals the author's sincerity of purpose and is remarkable for skilful handling of characters.

* * *

A new "first novel" is Dorothy Foster Gilman's "The Bloom of Youth" to appear next month for which the publishers have great expectations.

* * *

For the month of January, the Copp, Clark Co., report as their novels in strongest demand with the trade: "Wood and Stone," by Powys; "the Eternal Magdalene," by McLaughlin and "Rose o' Paradise," by Grace Miller White.

* * *

Jean Webster, author of "Dear Enemy" is a grandniece of Mark Twain. Another interesting personal item concerning this writer is that she now writes herself, Mrs. Glen Ford McKinney.

BOOK LISTS RECEIVED

From the J. S. Ogilvie Publishing Company, of New York, comes an interesting new list of their new and standard publications. A feature of this catalogue is the special attention paid to books of which photo-play versions are being reproduced in the "movies" in different parts of Canada and the United States, prominent among these being Count Leo Tolstoi's books, including "Anna Karenine," "The Kreutzer Sonata," "Resurrection" and "The Forged Coupon." Other authors represented in the same series include E. Phillips Oppenheim, Maxime Gorky, Maurice Leblanc and Mrs. C. N. Williamson.

THE library of wisdom is more precious than all riches, and nothing that can be wished for is worthy to be compared with it. Whosoever, therefore, acknowledges himself to be a zealous follower of truth, of happiness, of wisdom, of science, or even of faith, must of necessity make himself a lover of books."

—From the Latin

CO-CITIZENS

A faded, insignificant little old woman, who happens to be the widow of a man of immense wealth, conceives a big idea. She leaves her whole estate to the female suffrage cause, the terms being so cleverly arranged that a brisk campaign follows on the probating of the will. It so happens that the estate controls the local bank and holds mortgages on practically every business and farm in the country. With this Big Stick to twirl over the heads of the men of the community, the executors of the estate force a referendum on the suffrage question and win. Such, in brief, is the story of "Co-Citizens," by Corra Harris, recently published by McClelland, Goodchild & Stewart.

The grip of this original idea holds the attention of the reader from start to finish. Corra Harris tells it with all her deftness and skill but she has not developed the theme as fully as it might have been done; and the ending, where the leading campaigner falls into the arms of her lover and acknowledges that all she wants to do after all is to love him and darn his socks, leaves the reader a little in doubt as to the real purpose behind the story. The chief merit of "Co-Citizens," excepting the idea which in itself makes the book an outstanding one, is the masterly character sketching throughout. Judge Regis, Selah Adams and Mrs. Walton are drawn with convincing realism. Prim, the political boss, is not presented with the same skill but perhaps in no other respect does any lack of strength creep in.

MILDEW MANSE

Mildew Manse was a delapidated Bleak House inhabited by a family of benevolent Skimpoles. A rambling, old place, full of crooked corridors and dark stairways, it had been built by degrees, each addition meaning the putting on of a fresh mortgage. Hazhard was the name of the family and, as one member had been christened Haphiram, it was reasonably obvious that the neighbors in time would come to call them the "Haphazhards," a name which stuck through its appropriateness and which was cheerfully accepted. They were a happy-go-lucky lot, living in the present, looking forward not at all to the day when the overload of mortgages would take Mildew Manse away from them, calling each room in their straggling home according to the temperature usually to be found there as for instance, "California" for the living room and "Winnipeg" for one of the bedrooms, sharing their troubles and pleasures with delightful unselfishness and, in fact, living a perfectly happy life. Of course, the mortgage was foreclosed finally, upon which the Haphazards moved Mildew Manse off the old site and out to a new suburb, living in it while en route! The home life of the Haphazards is the real story although the central figure is Joan Lynn, a young lady of spirit who had come to the city to retrieve the fortunes of her family and who had hit upon the idea of opening a suggestion bureau in a popular restaurant. Joan becomes a roomer at Mildew Manse and the story is told through the medium of the letters she writes her father who has gone to the Alaskan gold fields with a sand-dredger. Her own love story unfolds as the story proceeds but after all is said and done it is the queer, reckless, lovable Haphazards who hold the centre of the stage and it is the picture of this eccentric household that remains in the mind of the reader after the book has been laid down. "Mildew Manse," by Belle K. Maniates (published by McClelland, Goodchild & Stewart), is told in bright, readable style and will beyond a question enhance the reputation of the writer of "Amarilly of Clothes-Line Alley."

THE STRANGERS' WEDDING

Among the earliest of the 1916 novels is "The Strangers' Wedding," by W. L. George. It tells the story of a young man of the upper classes who, through his own truly philanthropic inspiration, becomes identified with settlement work, only to become disillusionized as to usefulness of the work being done and the worthiness of those who controlled it. In fact he becomes so disgusted with his own class that he marries the pretty and really charming daughter of a washerwoman and with that step begins the story proper. It evolves that these two people, though both most likable young persons, are as far apart as the north and south poles, misunderstandings inexorably ensue and the author with admirable subtlety indicates the reversion to type and withal the novel concludes happily. It is rich in humor, in keeping with the sub-title of the book: "The Comedy of the Romantic."

It will be recalled that in one of last year's issues of this paper a brief sketch of Mr. George was given together with his own analysis of his novel "The Second Blooming." This we now supplement with the following account of his beginning as a writer as written by himself in "T. P.'s Weekly" some years ago:

The world, he says, as represented by his family, did all it could to make of him something but not a writer. He was put to engineering, but turned out "the engineering failure of the century"; then to the law, but the law bored him. When the time came for him to join the French Army the world even asked whether he would like to be a soldier. "But no!" he says. "Though half a Frenchman, I remembered the English half, and to England I would go—even though in these days I pronounced 'bridle' like 'briddle' and Marjoribanks as she is wrote." So he went to England, but did not at once become an English writer; he was a Frenchman and a London correspondent—unpaid—for two French papers. Later he took to English journalism, and in 1905 conceived the bright idea of writing on Garden Cities, an article which became a book. But he soon found out that he was a novelist and not a writer of "serious books," and since the publication of his first novel he has won graduai recognition.

WOOD AND STONE

Among the interesting books, copies of which have come for review from the Copp, Clark Company this month, is a remarkable novel by James Cowper Powys, entitled "Wood and Stone," which is a volume of 722 pages comprising several romances besides essays dealing with the problem of getting to the bottom of the age-old struggle between the well-constituted and the ill-constituted so effectually brought to the fore by the writings of Nietzsche. The book is dedicated "with devoted admiration to the greatest poet and novelist of our age, Thomas Hardy." The author states that Hardy cannot be imitated, but it is a fact that in perusing Mr. Cowper Powys's pages the reader is frequently reminded of the Hardy style. Also, the country is the Hardy country and the same may be said for the people. The latter are numerous and their secret passions and ideas are freely discussed. The general reader will find "Wood and Stone" decidedly interesting.

WAR AND LOVE

"If There Must Be Battles" is the title of a little book by Miss Dorothea Chester Paradise which presents a series of letters from an American girl to a Canadian soldier. They form a gradually developing love story, intensified and played upon by the emotions of ten months

of war. The varying experiences of a soldier's career from his training on Salisbury Plain to his capture by the Germans in France are reflected through their effect on his boyhood's friend. There are travel-sketches and pictures of New England life to enliven the long campaign. The author has made use of actual events for the foundation of the story.

SIX STAR RANCH

A most unusual circumstance in connection with the book "Six Star Ranch" by Eleanor H. Porter published this month is the fact that this book was first issued in the same year that "Pollyanna" appeared, but was then published under the pseudonym "Eleanor Stuart," because it was contrary to the policy of the publishers to issue two books in one year as coming from the same author.

Now "Six Star Ranch" appears uniform with the other "Pollyanna" volumes and with spirited drawings by Frank Murch together with a portrait of the heroine reproduced in colors by P. Farrington Elwell.

WHY PRINCESSES ARE DULL

According to the Infanta Eulalia of Spain it is not remarkable that princesses are usually dull. In her book "Court Life from Within," she says it is a wonder that they are not all idiots because the plague of court life is ennui. She, however, is brilliant enough in her chatty sketches and reminiscences of court life touching the lives of monarchs and their families. There are bright descriptions and impressions of America based upon a short visit she made to this side of the Atlantic.

STEVENSON REVIVAL

A revival in interst in the writings of Robert Louis Stevenson is evidenced by new editions of many of his books which have recently been brought out as well as volumes dealing with Stevenson and his works. Another evidence of this is the new stage presentation of "Treasure Island," drawing large houses. In this connection it is interesting to refer to such new books as "On the Trail of Stevenson," by Clayton Hamilton and "Robert Louis Stevenson," by Amy Cruse, being a volume in the "Heroes of All Time" series, written especially for children. Stevenson's inclusion in this series seems remarkable, the heroes of the other volumes being such personages as Alexander the Great, Jeanne D'Arc and Sir Walter Raleigh.

Clayton Hamilton makes the interesting statement that Stevenson was not beloved by children. He states, on the authority of Mr. Edmund Gosse:

"As a matter of fact, Louis belonged to the considerable and not unworthy class of men who always feel uncomfortable in the presence of children who are very young. He didn't know what to do with them. He could write immortal poems in reminiscence of his own childhood; but he couldn't make a baby smile. Small children didn't like him, because he seemed queer."

NEW LIFE OF ROOSEVELT

Hon. Charles S. Washburn has written a new biography of Theodore Roosevelt. Mr. Washburn was a class-mate of Col. Roosevelt at Harvard, and has for some years been a representative from Massachusetts in the United States Congress. Though often differing in politics with Roosevelt, he has always remained a close and candid friend. The book is written with a zest that recalls the style of the Ex-President himself.

JEWELLED BOOKS

The works produced in the Middle Ages were of remarkable beauty, says an authority writing on jewelled books in a contemporary. Religious manuscripts were enriched with illuminations themselves, while their covers were of silver, gold, or enamel, encrusted with gems. These books were generally bestowed as splendid gifts by bishops and princes on monastic houses and churches, where they were laid on the altar or chained to a desk.

The Dukes of Burgundy were renowned for their libraries. Their "Boccaccio" of Charles the Bold was bound in red velvet set with five large rubies. Another Burgundian book was velvet bound and set with fifty-eight pearls of great size.

The library of Philip the Good of Burgundy surpassed all other book collections of the time. It contained nearly 10,000 volumes, all richly illuminated on vellum, with bindings of damask, satin, and velvet, encrusted with jewels, with clasps of gold and gems.

MARRIAGE AS A REAL ADVENTURE

"The Real Adventure," by Harry Kitchell Webster, author of "Calumet K," is announced for early publication. The adventure with which it deals is Marriage. Two young people of a bounding vitality, great strength of character and keen intelligence fall deeply in love with each other and marry after a whirlwind courtship. From this point develops the dramatic, engrossing story of conflicting interests and ideas handled freshly, wisely and cleanly.

CIVIC BOOK COMMITTEE

A new idea which will be of interest alike to Canadian booklovers and booksellers is referred to as follows by the Publishers' Weekly of New York:

Mr. Grauer, of the Ulrich bookstore, Buffalo, has, we understand, worked successfully a new idea in book selections. He has gotten together a "City Committee" of cultured folk who pass upon a selection of the new books as they come out. The books approved by this committee—all well-known Buffalonians—are placed on a special table prominently placed in the store. The idea is worth imitation.

GRANVILLE BARKER'S BOOKS

With a change of his American publishers comes an announcement of reissues in separate volumes of Granville Barker's plays, "The Marrying of Ann Leete," "The Voysey Inheritance" and "Waste," and also a new edition of "Prunella," by Lawrence Housman and Mr. Barker. A new book from Mr. Barker's pen will be announced shortly.

RITA'S NEW BOOK

In "The Iron Stair," a copy of which has come from the Putnam's, of New York, "Rita" has written a tale of Devonshire full of charm by reason of its goose heather-strewn setting and for the delightful love story it presents, with adventure a-plenty afforded by the hero's quixotic action in blind obedience to a girl's entreaties. Aubrey Derringham, a possible peer of the realm, the fastidious, bored, dilettante man about town, whom his friends had known only as such, finds himself not only in love but in as tight a corner as ever a man was placed, with the risk of criminal prosecution as an accessory after the fact. A girl, an innocent convict, a wolf in sheep's clothing, and the hero of the story are the central figures.

Literature of the War

Many Important New Books Have Recently Been Brought Out

Broke to every known mischance, lifted over all
By the light sane joy of life, the buckler of the Gaul,
Furious in luxury, merciless in toil,
Terrible with strength that draws from her tireless soil,
Strictest judge of her own worth, gentlest of man's mind,
First to follow Truth and last to leave old truths behind
France beloved of every soul that loves its fellow-kind!

KIPLING'S impressions of the battlefront in France are contained in a thin volume that makes but a little more than an hour's reading. One closes it, however, with a clearer cut conception than was possible before of the long battlefront that stretches from Switzerland to the sea. Kipling's knack of vivid phrasing is much in evidence, presenting the many phases of the struggle in a series of striking vignettes.

Perhaps the most lasting impression that he leaves is his deep abhorrence of everything pertaining to the "Boche," as he almost invariably calls the German, borrowing the word that is ever on the soldiers' lips. Sometimes he expresses this through the medium of the soldiers with whom he talked. There was, for instance, the French officer who said: "This is the frontier of civilization. They have all civilization against them—those brutes yonder. It's not the local victories of the old wars that we're after. It's the barbarian—all the barbarian." Or again it crops out in describing a group of German prisoners. "They were the breed which, at the word of command, had stolen out to drown women and children; had raped women in the streets at the word of command; and, always at the word of command, had sprayed petrol, or squirted flame; or voided their excrements on the property and persons of their captives . . . yet they were made in the likeness of humanity!" And again: "To be sure, there has never been like provocation for never since the Aesir went about to bind the Fenris Wolf has all the world united to bind the Beast."

Equally unmistakable is his admiration of the French and all their works. "The French," he says, "carry an edge to their fighting, a precision and a dreaful knowledge, coupled with an insensibility to shock, unlike anything one has imagined of mankind." He found France absolutely given over to the war. All France works outwards to the Front. . . . . "It is a people possessed of the precedent and tradition of war for existence, accustomed to hard living and hard labor, sanely economical by temperament, logical by training, and illumined and transfigured by their resolve and endurance." The French, he reasons, have set their faces toward the gaol ahead and the concluding words of the book have a convincing, even a prophetic ring: "The war will go on till the enemy is finished. The French do not know when that hour will come; they seldom speak of it; they do not amuse themselves with dreams of triumphs or terms. Their business is war and they do their business."

As said before, the chief interest of the book is in the vivid and yet simple descriptions of the front that the great poet traversed. It is not Kipling at his best but it is well worth reading for the lasting pictures that it leaves in the mind's eye.

WITH THE FIGHTING FRENCH

"The Spirit of France" is the title of Owen Johnson's new book dealing with his experience with the French in the war zone. It is a vivid and intensely dramatic account of this popular novelist's experiences and impressions in Paris, at Rheims and Arras, and in visits to the trenches at the front, where he was actually under fire. Included in the volume is the interview with General Joffre which created a sensation when it was published in Collier's. "The Spirit of France" will appear in February.

DR. SAROLEA'S NEW BOOKS

Dr. Sarolea, has written a new book entitled "The Curse of the Hohenzollern," to appear shortly, showing how the military spirit grew in Prussia and how all the German people gradually became subjected to it. The same author has written a booklet dealing with the murder of Nurse Cavell and a new book which shows that the Russian people, if not the Government, actually stand for democracy and freedom. The title of this book is "Europe's Debt to Russia."

HALL CAINE AND THE WAR

Hall Caine, in his remarkable book "The Drama of Three Hundred and Sixty-Five Days," presents great actors,—King Edward, the Kaiser, the Crown Prince;—the prime causes; the force of evil against good, tyranny against freedom;—the underlying currents,—the spiritual aspects of sacrifice, labor, death;—the cataclysmic happenings,—the ultimatum, the assassination, life in the trenches, the soul bankruptcy of the man who sank the Lusitania;—woman's part;—America's part;—all at first hand, all fresh and blinding in its intensity. This is one of the group of war books which the publishers, McClelland, Goodchild & Stewart, of Toronto, have been so successful.

FREDERICK PALMER'S VISIT

Frederick Palmer, the war correspondent, whose "My Year of the Great War" has been the book sensation of the war, having nothing short of a phenomenal run in Canada, the demand still running high, has been lecturing in Toronto and other Canadian cities in the latter part of January.

The first of these lectures was held in Massey Hall, Toronto, and that spacious auditorium was filled to capacity.

The chairman, Col. Kingsmill, paid a glowing tribute to McClelland, Goodchild & Stewart, the Canadian publishers of Mr. Palmer's book, who were responsible for Mr. Palmer's visit. Col. Kingsmill referred to the "most unbusinesslike proposal" of Mr. McClelland in offering to give all the proceeds to the 123rd Overseas Battalion for camp kitchens, hospitals, etc., and it was announced that the amount thus raised was nearly $2,000.

The introductory portion of Mr. Palmer's lecture dealt with "Life at the British Front" this being followed by moving pictures of the French Front; views of the British Army in France; talks on the Battle of Loos and a visit to the British fleet, the programme winding up with motion pictures of artillery at work and views of the British fleet.

Mr. Palmer had quite a strenuous day in Toronto, what with luncheon and dinner at the National and Toronto Clubs, respectively, a reception in the Mayor's office, followed by visits to different civic departments, the Parliament Buildings and a most interesting visit to the military camp at the Exhibition grounds.

Other cities in which the lecture was given included Hamilton, Kingston, Belleville, Guelph, Berlin and St. Catharines.

WAR VERSE BY A CANADIAN

Judging from the plethora of verse manuscripts bearing on war themes which have been submitted to the publishers during the last year or so one would be tempted to believe that every second Canadian left at home was writing poems on the war. Of course a great deal of this material is scarcely worth of consideration. Here and there, however, a really worthy manuscript is discovered. One of the latter, a very dainty little volume in khaki cloth stamped in white foil, has been published under the title "Songs of Heroic Days." Dr. Thomas O'Hagan, the author, has made considerable of a reputation through his former books and his essays. A feature of the new book will be the reproduction of a letter received by the author from the King of Belgium in recognition of a well-turned set of verses ascribed to King Albert.

WAR PROBLEMS DISCUSSED

"Munsterberg and Militarism Checked," a somewhat philosophic discussion of several of the problems of the war, issued in December, has already exhausted its first edition. The book has been well received in the Maritime Provinces where its author, Rev. Chas. W. Squires, D.D., is well-known as a Methodist Pastor and the fact that a volume which treats its subject in such a directly-serious way would have been taken up so quickly by the people in the East is somewhat of a surprise. At present a United States edition is being considered.

SIR MAX AITKEN'S BOOK

London, January 25.—"Canada in Flanders," is the title of a work published this week by Hodder & Stoughton, the author of which is Sir Max Aitken. The Right Hon. Andrew Bonar Law, Secretary for the Colonies, subscribes the preface, in which he remarks:

"The present work seems to me to be a model of lucid, picturesque and sympathetic narrative. We have the right to feel very proud of the part being played in the terrible tragedy of this war by the great overseas dominions of the British Crown. We have no power to compel any one of them to contribute a single penny or send a single man, but they have given of their best; not to help us—though I think they would have done that also—but to defend the Empire, which is theirs as much as ours.

"The relations after this war between these great Dominions and the Mother Country will never be the same again, the pressure by our enemies welding us together, the British Empire becoming in reality as well as in name a united nation."

BOOKS OF WAR INTEREST

For the Allies in the present war no campaign has met with such distinct success as that which marked that conducted by General Botha in South Africa. This lends particular interest to a book entitled "With Botha in the Field," written by Moore Ritchie, one of Gen. Botha's body guard. He describes the rebellion in British South Africa and the campaign in German South West Africa. The book has numerous illustrations from photographs.

* * *

A particularly attractive, interesting new war book is that by Thomas Wilkinson, entitled "The Dardanelles," being color sketches from Gallipoli. There are thirty full page plates in color, in addition to a number of black and white illustrations. This book is welcome for its artistic merit as well as for its value as a contribution to history.

* * *

"In a French Military Hospital," is the title of a book by Dorothy Cator. Another new book of war interest is Sir Martin Conway's "The Crowd in Peace and War" being an attempt to deal in popular language with the relations of the individual to the crowd and of crowds to one another.

* * *

The N. C. O.'s Handy Book, F. E. Grafton & Sons, Montreal, twenty-five cents, is a new military text book of a new order that has been compiled by the officers of the McGill Contingent, Canadian Officers' Training Corps. The information is of a very practical nature free from all technicality of detail so that it should prove of value not only to the old soldier for reference but to the new recruit or the civilian for instruction purposes. It covers, the life, duties, etc., of all ranks in barrack and camp.

TO HELP RECRUITING

Frank Yeigh, the well-known writer and lecturer, has resigned as Registrar of Lands, Forest and Mines, after many years in the civil service, first as private secretary to the late Hon. A. S. Hardy and other premiers, Mr. Yeigh was one of the organizers of the Ontario Civil Service Association, and took active interest in the service. For a time Mr. Yeigh will engage in lecture work, taking care of the demands for his illustrated travel lectures on Canada and the war. These illustrated travel lectures will be given for patriotic and recruiting purposes.

HISTORICAL ESSAYS

Another book which seems to be arousing some attention in the Eastern Provinces is W. Frank Hatheway's "Why France Lost Canada," a series of aesthetic and historical essays, illustrated largely with views of Maritime scenery. The author is one of Halifax's litterateurs, who writes because he likes to and not from any mercenary motive.

A HYMN BOOK FOR SOLDIERS

Much blessed is the soldier—in some ways—these days. If a Canadian private attempts to carry away all the gifts made to him and for him he seems likely to need a dunnage bag as big as himself. The newest preparation for the Canadian Tommy is a Hymn and Song Book, which is being brought out for J. E. Jones by the Methodist Book and Publishing House. Mr. Jones is without doubt one of the best authorities on hymns and hymnology in Canada. It will be remembered that he was Secretary and general factotum of the Committee which produced the Book of Praise of the Anglican Church some few years ago. And possibly no one in this country is more fitted to compile such a book. The song book will be placed on the market at a nominal price.

BOOKS FOR CHILDREN

Word is already beginning to come as to new juvenile books for next Christmas season and one house tells of the preparation of "The Real Mother Goose," which is to have over three hundred verses and nearly two hundred pictures. Elizabeth Gordon has again collaborated with Penny Ross the artist in the production of a book for children the title of which is to be "I Wonder Why?"

Other new juveniles which are to come include: "When Little Thoughts Go Rhyming," by Elizabeth Knobel, a book of verse, illustrated by Maginel Wright Enright; "Adventures of Sonny Bear," by Frances Margaret Fox, with pictures by Warner Carr; "The Land of Don't Want To," by Lilian Bell, with colored and black and white illustrations by Milo Winter; "Play Days on Plum Blossom Creek," by Arland D. Weeks, illustrated by Carr; "Bobbie Bubbles," by E. H. Sherwood and Maud G. Budlong.

Another story of the far Canadian north country by James Oliver Curwood, is to come in March. Its title will be "The Hunted Woman."

Many New Items in Toys and Games

Interesting Paragraphs About Departments That Are on the Up Grade With Booksellers and Stationers.

A new line of wooden construction toys is known as "Modlwood" and comprises naval war toys, doll houses, etc.

* * *

Dolly Dimple's "Fido" is now offered the toy trade in the shape of a bank made of metal.

* * *

The H. C. White Company reports a continued demand in the United States for their recently introduced "Kiddie Kar." This is an indication of the growth of the year-round toy trade in that country. Why shouldn't this be equally true of Canada. It rests with the dealers themselves to bring about this desirable state of trade.



A new Indoor Golf Game introduced by an English firm.

Menzies & Co., have been appointed Canadian sales representatives of the Mysto Manufacturing Co., of New Haven, covering their line of "Erector" construction toys which have attained such marked success in the United States and in the few towns in which this line was taken up in the recent holiday trade.

* * *

Two new Charlie Chaplin novelties are announced for this year: the Animated Chaplin and Chaplin the Koasting Kid.

* * *

The new board game "Pollyman" promises to be one of the popular items in the toy department this year.

* * *

The Toy Tinkers who had such success with their novel construction toy specialty last year are now about to bring out the "Tinkerpins."

* * *

A game known as the Toytown Cooking School comes in two sizes.

* * *

English, French, Russian and German sets of soldiers are obtainable in the new European War Game series.

* * *

By introducing "Play Store Money," 12,000 children were attracted to a big Dayton, Ohio store. The "play" money was obtainable on the strength of purchases made with real money and this "play" money was then good for purchases at the play store, which was a feature of the toy department.

A striking new toy novelty this year is "Stone House Cove" a stucco house size, eight by six inches. It is made of real stone and weighs a pound. This is a half dollar item.

* * *

Betty and Bobby dolls are offered in sheets size 25 x 36 inches. It is claimed for them that they never wear out and emphasis is laid on their popularity as year-round sellers.

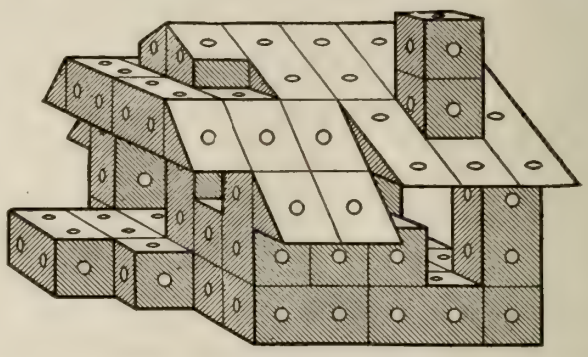
* * *

Fourteen numbers are submitted in a line of all-composition dolls to sell at $1 to $10. These dolls have moving eyes and tongue.

* * *

In the Milton Bradley games shown by Valentine & Sons, a new item this year is Bradley's Bull Board, a game made famous by its use on ocean liners. There are two editions. The same makers have produced Slippery Slide, a new idea in games suggested by the popular slippery slide devices at summer resorts. A steel marble shoots down an inclined board, describes a complete loop the loop and comes to rest in a numbered tray. It is a great game of chance. The same line has some interesting numbers introducing war features. These include rapid fire cannon, dissected maps and "darkey target."

The attention of toy dealers is directed to the possibilities of a doll hospital. This can be made a good producer of profitable business. In this connection the propositions of firms specializing in wigs for dolls, artificial eyes, etc., are worthy of careful attention.



Showing the interesting manner in which a new set of Building Blocks may be used.

JOY TOYS

In a line known as Joy-toys, interesting new items are a housekeeping set of fifteen pieces including floors, rugs and furniture, the floor coming folded in three sections opening out to 10½ by 13½ inches with furniture in proportion and a Merry-Go-Round replete with animals on a real revolving platform. The former is a twenty-five cent and the latter a ten cent retail item.

TEN CENT AUTOS

The Ford discounted! An auto that runs when wound is now obtainable to sell at a dime. The makers have different models, including delivery auto truck and "the car beautiful." Other ten cent specialties include "The Gable Villa," "Carousal," Pup-Show circus, sand windmill, and zinoscope moving pictures.

WELDON ROBERTS RUBBER ERASERS

Write us for samples and prices to meet the Spring requests for quotations on contracts and school supplies.

We make the finest quality erasers in all the school styles —plain and beveled edge—red, green and white and Pliable Rubber.

ERASERS IN ALL STYLES FOR ALL PURPOSES

The name WELDON ROBERTS on Rubber Erasers is the MARK and the GUARANTEE of the *finest quality*

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

Do You Sell Superfine Linen Record Note Paper and Envelopes?

The Watermark of Quality

Have you ever had the experience of having a discriminating customer insist on something distinctive in correspondence paper and of being at a loss to meet exactly the requirements of this customer?

Of course you have, and so has every other stationer, but some of them have remedied this lack and are now able to satisfy with eminent satisfaction the demand for WRITING PAPER FOR GENTLEMEN by selling the special size in **Superfine Linen Record** put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

The Rolland Paper Company, Limited

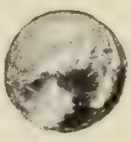
General Offices: 142 St. Paul St. W. Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome and Mont-Rolland, P.Q.



TOY MARBLES



A. & L. BRAND

High in Quality Low in Price

Write for booklet with bottom prices to jobbers.

ALBRIGHT & LIGHTCAP CO.

RAVENNA, OHIO, U.S.A.

New Goods Described and Illustrated

Recent Introductions in Stationery, by Canadian and United States Manufacturers and Jobbers

The fifth floor of the Copp, Clark Co.'s warehouse just now presents an appearance almost the reverse of what it will look like in a few weeks when the annual exhibition of import goods opens there, but what is to be seen now is none the less indicative of the essentials of that exhibition and its elaborate scale.

In a hurried trip through this department a representative of "Bookseller and Stationer" was impressed with the many novelties just being prepared for the show and especially with the originality and high merit of the collection of art productions, than which, the scribe was assured, no finer cards, calendars, pictures, etc., have ever been shown by this progressive house. In the greeting cards and folders another distinct advance has been made in the general tone of the collection.

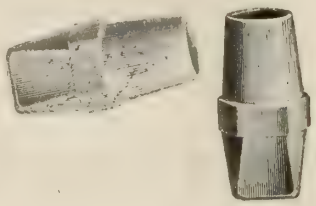
Hinoki rope will be in evidence to a greater degree than ever before in next season's holiday trade because more attention is being paid to the manner in which this line is being packaged for the retail trade. The Copp, Clark Co., are this year making a specialty of this line, putting the Hinoki up in five yard lengths, there being several thicknesses.

Brass novelties are to be strongly featured by this house this year.

Several new items will appear in the games of the firm's own manufacture and the "Meccano" construction toys will be a feature of the live line.

New waste paper baskets of the gift type, were observed and Christmas papeteries in great variety running the gamut of shapes and sizes from 15c retail up to $3.00 each.

NEW ERASER TIPS



The accompanying illustrations show the new eraser caps for pencils put out by the Dixon Crucible Company. They sell at one cent each. They are made in two colors, gray and red. It will be observed that they are wedge shaped.

CANADIAN-MADE FLAGS

From the Copp, Clark Co., comes a fine, new catalogue of the extensive range of flags they manufacture, these flags being illustrated in their true colors. It is worthy of notice that besides national flags, papal, sacred heart, welcome, Christmas and Bienvenue flags are shown.

SOLDIERS' PHOTOS ON CUSHION TOPS

A novelty being introduced to the Canadian trade by the Cheeseworth Photo Cushion Top Co., of New York, is a series of cushion tops made to order reproducing any desired photo. They are appealing very strongly in connection with the reproduction of photographs of soldiers enlisting for overseas service.

NEW PAPETERIES

The striped effect in stationery boxes is now very fashionable, and has been very pleasingly worked out in the case of two new papeteries just put out by Buntin Gillies & Co., of Hamilton. One comprises a series of girls' heads with a gray and white vertically striped background, while scenic panels with the same background constitute the other series.

FOR OVERSEAS CORRESPONDENCE

A new line introduced by the Brown Bros. is called "Overseas Correspondence Paper," being thin bond paper, quadrille ruled, put up in packages. This replaces the foreign note formerly so well known and is a paper of better quality.

A NEW ERASER

A new British-made eraser called "Silko" is a new 10c retail item now being offered by the Brown Bros.

A NEW PENHOLDER

In the Eagle line a new comer is the Eagle Comfort cork grip penholder, offered in two sizes. The cork grip is hollow, affording a resiliency that makes for the comfort of the writer.

NEW AGENCY ARRANGEMENTS

Speaking to "Bookseller and Stationer" regarding the business outlook for the year now well started A. R. MacDougall, head of the firm of A. R. MacDougall & Co., was in a thoroughly optimistic mood. He had at that time but recently returned from a trip to New York and Philadelphia, which was, he considered, an epoch-making one in the career of this concern. This applied with especial force to the deal put through whereby A. R. MacDougall & Co., become exclusive Canadian representatives of the Joseph Dixon Crucible Co., for the sale of the lead pencils, penholders, rubber erasers, and lumber crayons made by that concern which is one of the largest makers of those products in the world. The Dixon people have their own cedar forests in Florida and their own graphite mines at Ticonderoga, New York. Mr. MacDougall may well feel keen satisfaction upon the closing of a contract of such significance.

Other new arrangements concluded were with the National Envelope Co., of Philadelphia, makers of the "Fiberstok" line of document envelopes which have attained a high place in the U. S. stationery trade and the Rose Company, of the same city, who make a complete range of art calendar tabs, occasion cards, tally cards, etc. This latter new connection being made necessary by the fact that the Charles H. Elliott Co., who were represented in Canada by McDougall's, have gone out of this line to devote their whole attention to commercial engraving.

CARDWRITING MADE EASY

(Continued from page 33)

Pay attention to the joining up of these strokes. The centre point at the top must come midway between strokes one and four.

The two strokes of the "X" should cross slightly above half way between the guide lines. This means that the lower part of the letter is a little larger than the upper section.

The "Z" requires special attention. It is not used as often as other letters and for that reason needs much practice. It is just as necessary to form it correctly as any other letter, when it is required.



Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL
PANAMA-PACIFIC EXPOSITION

This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

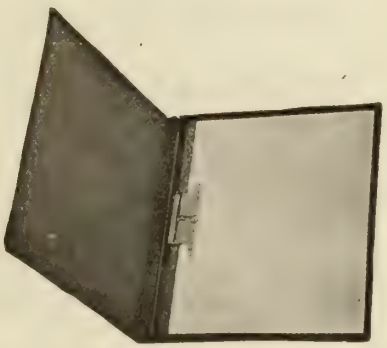
It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by ourselves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK

The Value of a Working Hour



This is, without doubt, the age of efficiency, and you, as a progressive dealer, should make the most of every working hour by featuring time-saving office appliances, particularly *the B. & P. Progress Clip*—scientifically constructed paper file.

The "B. & P." is operated by means of a lever and its strong metal clip remains open while papers are being filed. Black cloth binding, stiff covers, black paper lining. Clip finished in blue steel and nickel.

Supplied in various sizes. *Ask for our catalogue.*

BOORUM & PEASE LOOSE-LEAF BOOK CO.

MAKERS OF STANDARD LOOSE-LEAF DEVICES

BROOKLYN - NEW YORK

Standard BLANK BOOKS

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.
FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.
SALESROOMS: 109-111 Leonard St., New York. Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.
Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Ltd., Toronto, Canada; McFarlane, Son & Hodgson, Ltd., Montreal, Canada.

Standard BLANK BOOKS

SPENCERIAN STEEL PENS

Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

THE SELRIGHT AUTOPHONE

NO. 10

Perfect in Every Respect Guaranteed for 1 Year.



The cabinet is mahogany finish. The motor the best in every detail. All the metal parts highly polished nickel. Plays any size records, Victor, Columbia and Edison. The manufacturers of this machine are builders of the high-price machine and every part is constructed in their own factory. This is pronounced the most perfect small machine on the market. Size 10½ inches wide, 12¼ inches long, 10 inches high. Price $6.50 each. Special prices in quantities.

SELCHOW & RIGHTER COMPANY,
620 Broadway, N.Y.

Did You Read

Arthur Stringer's excoriation of the "Wild and Woolly" type of Canadian novels in the January "Booklover?"

Or the symposium on the six best novels in the English language with contributions by Six Noted Canadian authors?

If not—see that you get a supply and you will be able to book subscriptions for this Bright, New Literary Review.

"VIEWS AND REVIEWS"

is a regular department conducted by Arthur Stringer.



ARTHUR STRINGER, who conducts the Department, VIEWS AND REVIEWS, IN "THE BOOKLOVER."

OTHER REGULAR FEATURES INCLUDE

Reviews of Leading New Novels and Non-Fiction,
News of the Public Libraries of Canada,
Canadian Books and Authors,
Literature and the War,
Readers' Guide to the Magazines,
Editorial Survey of the World of Books,
Special Features to Interest and Delight Booklovers.

Stringer's Article on

THE SIX WORST BOOKS

in the February Issue Will Create a Sensation! It Will Make It Dead Easy for You to Book Subscriptions and Make Good Money.

"The Booklover"

Costs $1.00 Year—On Every New Subscription We Will Allow the Dealer 50c.
(Six Months—50c. Rate to Newsdealer 25c.)
NO RISK and 100% PROFIT! Pretty Good, What? Get Behind This Live New Monthly.

Published by

THE MACLEAN PUBLISHING CO., LIMITED

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland.

Cut Out and Mail this Coupon.

To the MacLean Publishing Company, Limited,
143-153 University Avenue, Toronto.

Send.....copies of "The Booklover"
at the Special Trade Rate of 50c a Year to

Dealer.....

Address.....

Always Ready for Use



No. 724—5-oz. Jar.

Sticks Best
When Spread Thin

The Carter's Ink Co.
356 St. Antoine Street, Montreal, Que.

Eagle Pencil Co.

announces the removal of its Offices and Show Rooms to the

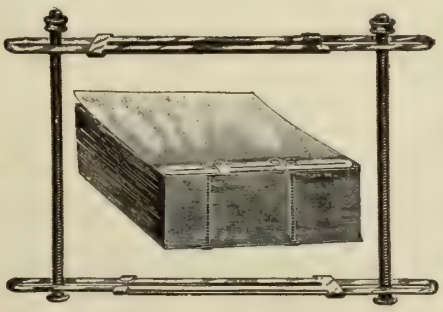
NEW BUILDING

703 East 13th Street
NEW YORK

For the convenience of the Trade a Show Room has also been established at the Victoria Building, 27th Street at Broadway and Fifth Avenue.

To everyone who uses a Loose Leaf System you can sell the

"F-B"
Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

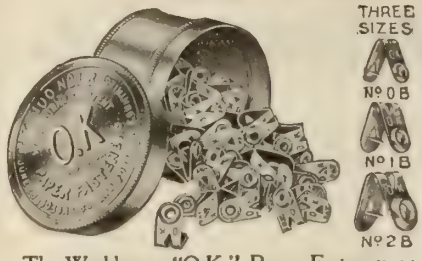
Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

THE WASHBURNE "O.K." PAPER FASTENERS



THREE SIZES

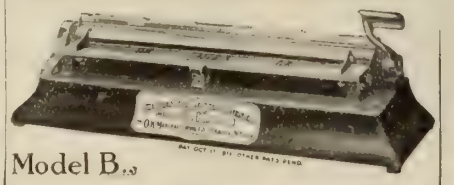
The Washburne "O.K." Paper Fasteners are **easily put on** or taken off with the thumb and finger; can be used repeatedly and *"they always work."* Brass in brass boxes of 100 fasteners each. **Holds with a Sleeve Protected Point that Pierces**

Attractive, Compact, Strong, no slipping — never ! !

On in a flash — "Bull Dog" grip

THE RIES "O.K." LETTER OPENER

75% Time Saved — Handy — Easy to Operate
No Adjustments — Always in Order
Guaranteed Two Years
Hand and Electric Driven Power Machines



Model B.

The Ries "O.K." Letter Opener has the advantage of few parts. It removes only ten one thousandths of an inch from the envelope, therefore, the liability of cutting enclosures is virtually impossible. Made in 3 sizes, each size adapted to easy handling for desk use, average weight 6 lbs.

THE SANITARY "O.K." ERASERS

The Most Practical Erasers for Everybody



The Sanitary "O.K." Eraser includes an **Adjustable Metal Holder** which keeps Rubber **Clean, Firm and Keen-edged;** *works better and lasts longer.* Two Rubbers are made, one for Typewriter and Ink, one for Pencil. **By slight pressure clean Rubber is fed down until used;** its narrow edge allows a letter or a line to be erased without injuring another.

GOLD MEDAL AWARDS! PANAMA-PACIFIC INTERNATIONAL EXPOSITION

These products wherever shown, receive the highest endorsement whether at expositions or in the offices of business men.

"O.K." Products are high grade and universal sellers—We control all patent rights.

Full particulars, illustrative and descriptive literature on request. *Liberal Discounts*

O.K. TRADE MARK REG U.S. PAT. OFFICE

THE O. K. MFG. CO., SYRACUSE, N.Y., U.S.A. SOLE MAKERS

AGENCY

An established firm with first-class connection among stationers, fancy warehousemen, etc., throughout the British Isles, is willing to take up agency for artistic or advertising novelties.

PHILIP G. HUNT & CO.

Wholesale Real Photo Printers and Artistic Printers and Publishers,

34, PATERNOSTER ROW LONDON, E.C., ENGLAND

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.

PATRIOTIC SONGS

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. 75,000 copies sold	15c
By Order of the King. A new song by the same composers. 10,000 sold	15c
I'll Not Forget You, Soldier Boy. A very popular new song	15c
Our Own Canadian Boys	15c
Soldiers of the King	15c
Call of the Motherland	15c
There's a Fight Going On—Are You in It? New	15c
You Bet Your Life, We All Will Go. New	15c

These songs will appeal to the popular trade. Good profit to dealers.

ANGLO-CANADIAN MUSIC CO.

144 VICTORIA STREET TORONTO, ONTARIO



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



"We realize the great help which this case is in pushing the sale of ELDORADO against . . . . Since its arrival, we have had a very gratifying sale."

"It's skeletonized, gold-bronze metal frame, with glass panels. Contains one dozen each of fourteen perfect grades of ELDORADO, "the master drawing pencil," upon removable trays. Contents always visible for both customer and stock clerk. Best and most sanitary pencil selling help. Trade No. 1180. Write for price to

JOSEPH DIXON CRUCIBLE COMPANY

JERSEY CITY, N. J.

THERE is the certainty of a satisfied customer in the sale of every box of

Crane's Linen Lawn

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

Toronto Office: 266-268 King St. W.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

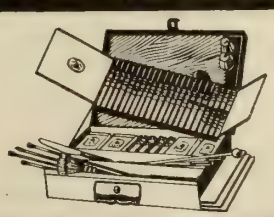
These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.

ARTISTS MATERIALS

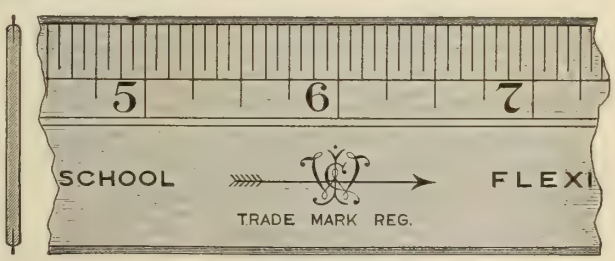


We carry a complete line of Artists Materials

Agents for Winsor & Newton, London, Eng.

A. RAMSAY & SON Co

ESTD. 1842. MONTREAL.



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

RULER MAKERS EXCLUSIVELY

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Packard
BROTHERS.
MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

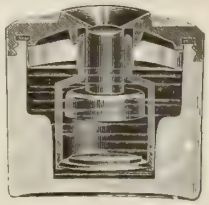
LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.
WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company
85 Fulton Street, New York City
carry a large stock of
German, French, Spanish and Italian Grammars
of the
Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.
Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Made in America.
Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

ERASERS.

Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

Standard Commercial Works

CANADIAN CUSTOMS TARIFF HAND BOOK. Enlarged and revised to date. .....Price, $1.00
MATTE'S INTEREST TABLES at 4 to 10 per cent. .....Price, $3.00
MATTE'S INTEREST TABLES at 3 per cent. .....Price, $3.00
HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent. .....Price, $5.00
HUGHES' SUPPLEMENTARY INTEREST TABLES .....Price, $2.00
HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, $1.00
HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.....Price, $1.00
BUCHAN'S STERLING EXCHANGE TABLES .....Price, $4.00
BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, $4.00
BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c
THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advance .....Price, $2.00
IMPORT COSTS. A new Advance Table .....Price, $1.50
THE IMPORTER'S GUIDE. Advance Tables .....Price, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

BUYERS' GUIDE

Red Rubber Bands

Give Better Satisfaction to Your Customers.

There is a big demand for these amongst Druggists and General Offices. We can quote you **Prices** that will enable you to control this business in your town.

Samples on request.

BOGUE BROS. & HENRY, LIMITED
Unity Building, Montreal

AGENTS WANTED



American Adding Machine

Adds, subtracts, multiplies. Sells at $45.00.

Write for Terms

BOGUE BROS. & HENRY, LIMITED
Unity Building, Montreal

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
D.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by

THE MORDEN MFG. CORPORATION
Waterbury, Conn.

STANDARD COMMERCIAL PUBLICATIONS

Morton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W. Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

LIKE the onward march of the glacier, the force of example is irresistible, but infinitely slow. Advertising, however, is like the snowstorm that covers the country in a single night—but don't forget that if you want to keep the country covered you have got to keep the snow falling or the heat of competition will melt it.



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

HOLD THE LINE



(*Registered*)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street NEW YORK

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

TICKET and CONDUCTOR PUNCHES
THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto — 52 Can. Life Bldg. Montreal

A want ad. in this paper will bring results from all parts of Canada

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Sell Quality Carbon

—the carbon that gives all-round, satisfactory service. All that human ingenuity could accomplish towards producing a carbon of peerless quality has been done, with the result that our carbon paper has been designated the "best in the world."

The new box with its strikingly attractive design will, if possible, enhance the selling value of this popular line.

A stock of our quality carbon will prove a quick-selling profit-producer. Stock them for better customer-satisfaction and bigger profits.



The Quality Carbon

The Best Produced in the World

MITTAG & VOLGER, INC.

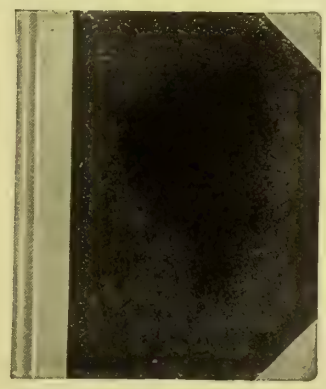
Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

FIGURING BOOKS



"Know Your Costs"

SUCCESS to-day depends on short profits on quick turnovers. Manufacturers and retailers have to know their costs—they can't afford to guess. This opens up a big field for National Figuring Books. Supplied in unruled, quadrille, faint, 2, 3, 4, 5, 6 and 7 single column; 12, 14, 16 and 18 double page form. Canary laid or White Kenmoor paper. Good binding.

Just what many men want on their desk National Catalog 22 lists this book.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA



Canada's Leading Low-Priced Stationery

Dutch Fabrik is known from coast to coast. Its dainty style and pure, white linen surface makes writing a pleasure. Supplied in the most popular sizes and shapes, in note-paper, envelopes, papeteries and tablets. The distinctive packing of Dutch Fabrik helps to sell the goods. Window Displays supplied on request.

LOOK FOR THE WATERMARK



Advance Samples For CHRISTMAS 1916

will be shown by our travellers during the next few weeks. In addition to our line of Fine Stationery "Made in Canada" they will carry the latest ideas in British and American-made goods. It will pay you to see our line before ordering Papeteries, Greeting Cards, Enclosure Cards, Tags, Seals, Calendars, etc.

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, MARCH, 1916 No. 3



A Good Pen to Handle

Dealers, here is a first-class fountain pen that finds a ready sale, gives entire satisfaction to the customer, and shows you a nice profit. When we state that the S & B AUTOPEN is a good pen to handle, we are simply repeating what the trade tell us. These extraordinary pens turn your money quickly, for purchasers soon take them off your hands, and recommend others to buy the

Sanford & Bennett
AUTOPEN

Made so well and gives such superior service that it becomes an inseparable convenience to those who own one. Both self-filling and non-leakable; always ready to write, for there is no evaporation. Every S & B AUTOPEN must uphold the high reputation of its name, so extreme care is taken to have each one a perfect writing instrument. It is a strictly high-grade pen to sell at a popular price.

Write us for price list and discounts.

Sanford & Bennett Co.

51-53 Maiden Lane, New York

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, TORONTO, ONTARIO



Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL
PANAMA-PACIFIC EXPOSITION

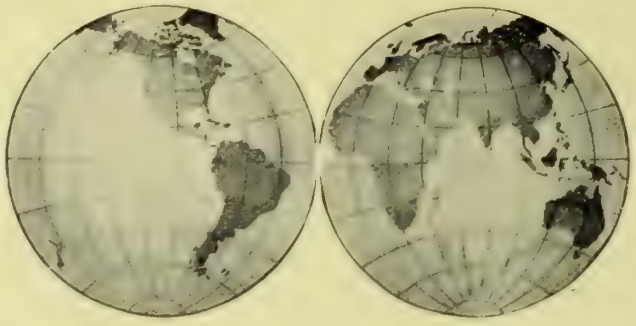
This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by ourselves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK

"World"  Blotting

For Thirty Years the Standard of Quality in AMERICA. An absolutely all rag blotting paper, highly absorptive and durable. Made in many colors.

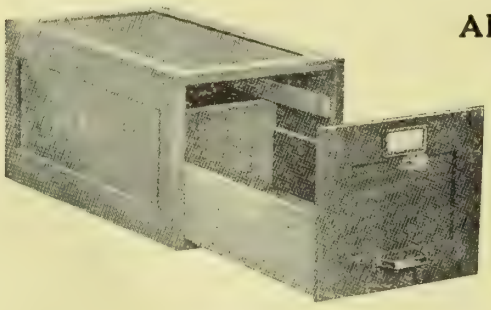
The white is pure blue white, and because of the high grade of white rags used in its manufacture, is almost a natural color.

THIS PAPER CONTAINS NO FILLER.

"HOLLYWOOD" and "RELIANCE" Blottings Cheaper Grades, but the best value to be had at the prices.

The Albemarle Paper Mfg., Company

Makers of Blottings Exclusively
RICHMOND, VA., U.S.A.



There is room in every office for this
ALL WOOD VERTICAL TRANSFER OR STORAGE CASE

Labor-saving efficiency is so very evident in this compact, strong and durable transfer case that but little salesmanship is required to secure quick, profitable sales.

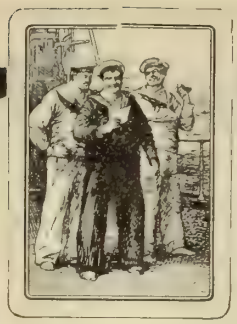
Front and all sides have framed-in panels; each Case equipped with interchangeable devices, Label Holders, and heavy steel handle.

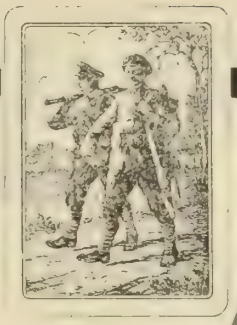
Drawers are mounted on polished steel slides, which permit easy gliding.

		Outside Dimensions. High	Wide	Deep	Price f.o.b. Factory
No. 890	V.B. (Bill size)	10½ in.	12 in.	24¾ in.	$2.50
No. 891	V.L. (Letter size)	12¾ in.	14⅝ in.	24¾ in.	2.50
No. 892	V.C. (Cap size)	12¾ in.	17⅝ in.	24¾ in.	3.00
No. 890	Base	4¾ in.			1.00
No. 891	Base	4¾ in.			1.00
No. 892	Base	4¾ in.			1.00
Rod and Follower, per set					.50

Usual Trade Discounts from these prices.

The Globe-Wernicke Co., Limited, Stratford, Ontario







They'll catch the eye of every card lover

—because their artistic and patriotic designs are real works of art, and because they possess that smooth clean cut finish that has always distinguished

Goodall's English Playing Cards

The Patriotic Series here shown are big sellers wherever displayed. Dealers have recognized the fact that Goodall's Playing Cards are everywhere regarded as the best obtainable. Hence they are featuring these favorite lines, and find them worth while. How about you? The leading wholesalers have them.

AUBREY O. HURST

TORONTO CANADA

NELSON'S HISTORY OF THE WAR

BY JOHN BUCHAN

VOLUME IX NOW READY

The Italian War, The Campaign in Gallipoli, and The Russian Retreat from the Warsaw Salient.

A NEW VOLUME EACH MONTH.

Price 35c. per Vol. **Postage 7c. extra.**

Nine Volumes, postpaid, $3.25.

Read "Children's Story of the War"

14 Numbers on Sale.

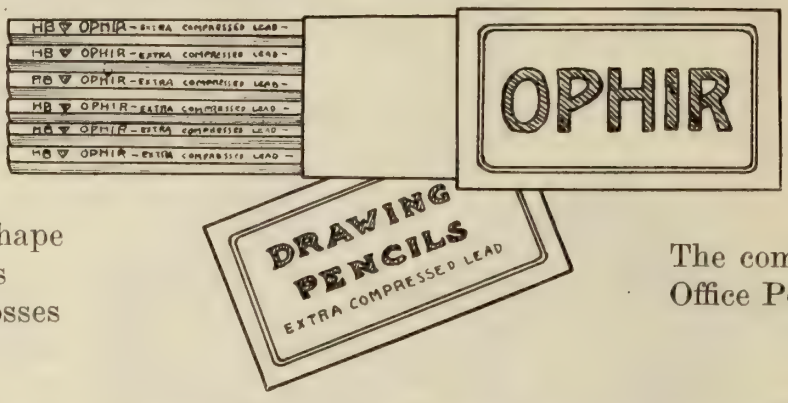
Single Copies 12c. postpaid.

THOMAS NELSON & SONS, Limited, TORONTO

BROWN BROS., LIMITED, SIMCOE AND PEARL STS., TORONTO

THE HOME OF HIGH-GRADE PENCILS

ROYAL SOVEREIGN Hexagon Drawing Pencils, all grades.
VENUS Hexagon Drawing Pencils, all grades.



Hexaround Shape
Boxed Dozens
Cartoned Grosses

The comfortable
Office Pencil

OPHIR Hexaround Drawing Pencils, all grades, without Rubber Tips.

OPHIR Hexaround Office Pencils, Nos. 2 and 3 with Rubber Tips.

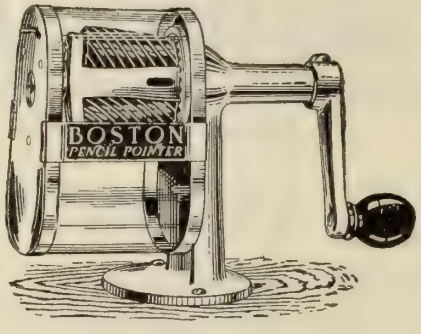
SILKO Best Office Pencil made. Round Satin finish. Every pencil pointed. H and HB grades without Rubber Tips, also Nos. 2 and 3 with Rubber Tips

ROYAL ACADEMY Round Drawing Pencils, all grades.

EASY WRITER and **PRESS** } Round Satin Finish, popular-priced Office and Factory Pencils.

The BOSTON PENCIL POINTER

The only mechanically perfect one.



Special close prices on one, three and six doz. lots.

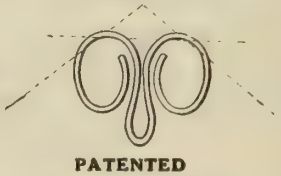
THE CORNER CLIP

WING  **CLIP**

PATENTED



THE CORNER CLIP

WING  **CLIP**

PATENTED

We have been appointed exclusive Canadian agents for the Wing Paper Clip, the only one that can be attached to papers at the corner, which is the natural position for easy reference. The Wing Clip can be used in any position and is reversible. Never loses its spring.

SPECIAL NOTICE

Now is the time to order your Desk Calendar Pads for 1917. We strongly advise placing your orders early this year.

Important Announcement: Publication Date MARCH 25



Just David

By Eleanor H. Porter

Author of Pollyanna ~ Miss Billy ~ The Story of Marco ~ The Turn of the Tide ~ Cross Currents ~ etc.

THE story of a very lovable small boy. Transplanted from the world of music in the freedom of the mountains to workaday village life, David transplants also his stout courage and radiant spirits, and brings happiness to all about him. **Just David** is one of those books that bears its message of courage and inspiration straight to the heart of every reader. You can't help loving David, and you can't help feeling better and happier for having met him.

12 Illustrations in Tint and Colored Jacket by HELEN MASON GROSE

PRICE $1.25 NET

Shipments will be made in time to reach our customers on date of publication.

THOMAS ALLEN, Publisher, 219 Victoria Street, Toronto

PLACE YOUR ORDERS EARLY

The Important War Books in Our Latest List

Every book listed is of the most timely interest and written in a way that will appeal to every student of the world war.

THE DARDANELLES. Written and painted on the spot by Norman Wilkinson, R.I., has received the unstinted praise of the British Reviews. The Daily Mail says: "It is a book among ten thousand—Mr. Wilkinson has the power of stirring the blood." The book contains 30 full-page plates in color and several black-and-white illustrations. $4.00 net.

WITH BOTHA IN THE FIELD. For the Allies in the present war no campaign has met with such distinct success as that which marked the one conducted by General Botha in South Africa. This lends particular interest to a book entitled "With Botha in the Field," written by Moore Ritchie, one of General Botha's bodyguard. He describes the rebellion in British South Africa and the campaign in German South-West Africa. The book has numerous illustrations from photographs. Boards, $0.75 net.

IN A FRENCH MILITARY HOSPITAL. By Dorothy Cator, author of "Every-day Life Among the Head-Hunters." Illustrated. $0.80 net.

A FORTNIGHT AT THE FRONT. By the Rt. Rev. H. Russell Wakefield, Bishop of Birmingham. With 4 illustrations. $0.40 net.

THE FELLOWSHIP OF PARADISE. By the Rev. F. W. Drake, M.A., Rector of Kirby Misperton, author of "The Way of Fellowship. Paper Covers. $0.20.

Reprinted from "The Way of Fellowship," to brighten the hope of those to whom the war has brought the sorrow of bereavement.

LONGMANS, GREEN, & CO., Publishers

Fourth Avenue and 30th Street, New York, and London, Eng.

THE LAUGHTER OF NEIL LYONS

MOBIE LANE AND THEREABOUTS

By A. Neil Lyons. Cloth, $1.25

If you want to know who or what the Mobies are, they are a man and wife, properly authenticated, under nuptial law, with a seven and sixpenny license, and with power to add to their number. They add to it yearly; for ground game is cheap, and bracken everywhere, and your Mobilette is a hardy infant. All that he asks of God is rabbit stew, stout hedges and a little pair of breeches.

Mr. Neil Lyons produced a war poem entitled "The Drum," which must stand for all time as one of the finest contributions to the poetry of the war.

THE DRUM

My Ned has gone, he's gone away, he's gone away for good;
He's called, he's killed.
Him and his drum lies in the rain, lies in the rain where they was stood,
Where they was stilled.
He was my soldier boy, My Ned,
Between these breasts he'd lay his head,
But now he's killed.
My soldier's gone. His head lies now between two naked stones,
His drum is broke.
There's none to mourn him in the rain, only the rooks which watch his bones:
Which watch and croak.
His great red hand is wasted bare,
That tapped his drum, that touched my hair.
Hark! Not a stroke.

But what is this beside my heart, beside my heart that sounds?
Tap tap, tap tap!
Oh, what is this that beats within, like drummers beating bounds
Rap upon rap?
What wonder have I felt and heard?
Is it the wing-beats of a bird?
Tap tap, tap tap!
My boy is gone, yet near my heart another boy lies now.
Though he be dumb,
He thumps my heart like soldiers thump, he thumps a tow-row-row,
To say he's come.
A drummer boy, all gaily dres't,
Will yet again be at my breast,
Hark! There's his drum!

Are You Selling "KITCHENER'S CHAPS"—by this Author ? **Write for Sample Copy.**

S. B. GUNDY, 25-27 Richmond St. West, TORONTO



NEW WAR BOOKS



You know what the people are calling for these days—Books on the war, actual experiences. They want to know what's happening and how it has happened.

For this reason the following will be mighty ready sellers this spring. Look them over:

FROM MONS TO YPRES WITH FRENCH

By Frederick Coleman - - - - - $1.50

The author was in the thick of the fighting with the British Expeditionary Force during the first ten months of the war and was himself wounded. Splendidly illustrated with photos of a type not yet shown.

HINDENBURG'S MARCH ON LONDON

A remarkable book, which, circulated in Germany before the war, describes most vividly what was expected to happen when the Huns marched as conquerors through England.

THE BIGGEST BOOK OF THE YEAR

THE FIRST HUNDRED THOUSAND

By the Junior Sub (Ian Hay)

This, a most notable story of the war, told by a master-hand and an actual participant, is selling so fast in England that the bookmakers can scarcely keep pace with the demand. Canadian orders are already away above expectations. Have you ordered yours?

Your town—like all the rest—has its soldiers in training. They are eager buyers of practical books.

Our *"Imperial Army Series"* has made big selling for a good many booksellers. Here is the list of those still in stock:

Imperial Army Series - 35c.

Drill and Field Training
Signalling
Field Entrenchments
Ceremonial
Musketry
Physical Training, (Senior)
Physical Training, (Junior)
Machine Guns
On Taking Bearings. 64 pages.
A number of plates in Two colors.

Field Gunnery, Price, 50c.

Another ELEANOR H. PORTER Novel:

SIX STAR RANCH

By the author of "Pollyanna."

Another chance for big spring selling. Eleanor H. Porter's name is a guarantee of that.

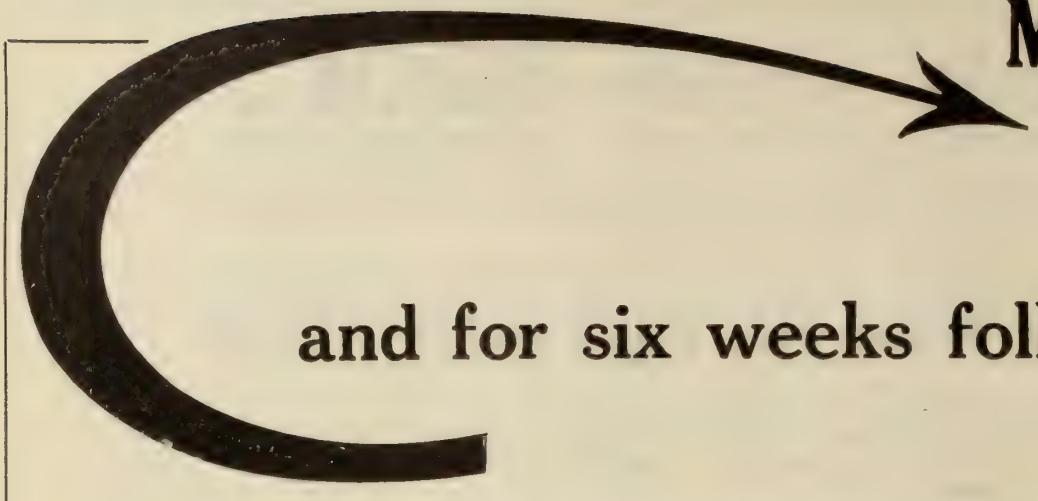
Our "Spring List" includes a dozen other new and taking titles. If a copy of it has not yet reached you let us know.



WILLIAM BRIGGS

PUBLISHER **TORONTO**





MARCH 15

and for six weeks following

BOOKS, FANCY GOODS AND TOY FAIR

Many new items of merchandise suitable for fall and holiday business in the book and stationery stores of Canada will be shown in this year's Import Exhibition by the Copp, Clark Co., Limited, including a most extensive range of Books of all classes, Fancy Stationery Novelties, Toys, Games, Art Productions, and Christmas Accessories.

The various lines shown will open the way to retail merchants for profitable business and more of it.

Do not allow the comparatively slight expense and time that a trip to Toronto will entail, to stand in the way of your coming. The benefits to be derived are so great that **YOU WOULD LOSE MONEY BY STAYING AWAY.**

When will you come?

Better write setting a definite date. We will make the necessary arrangements to give you the very best of attention and service.

This Annual **Fair** is getting to be a more important trade event each year. The fifth floor of the big warehouse will again accommodate this most interesting exhibition.

Hundreds of dealers buy money-making goods and get money-making ideas by taking advantage of this most beneficial way of buying for their FALL and HOLIDAY TRADE SEASON.

The display of holiday books will be exceptionally fine. It is impossible to do justice here to the extent and the merit of the various new volumes.

The same applies to the wealth of stationery novelties, conspicuous among these being the display of Christmas papeteries which will include the latest conceptions, papeteries that will sell readily at a good margin of profit.

There has been unstinted effort in preparing for this year's show in its different sections, among which may be mentioned: Toys, featuring the famous "Meccano" construction line; games, an extensive Canadian-made line; Christmas decorations and accessories and a most elaborate showing of art productions comprising unsurpassed series of Christmas and New Year greeting cards, greetings for various occasions, tally and place cards, calendars, pictures and postcards.

THE COPP, CLARK CO., Ltd.

517 WELLINGTON ST. WEST ∴ **TORONTO, ONT.**

7 LEADERS

THE ETERNAL MAGDALENE - by Robt. W. McLaughlin

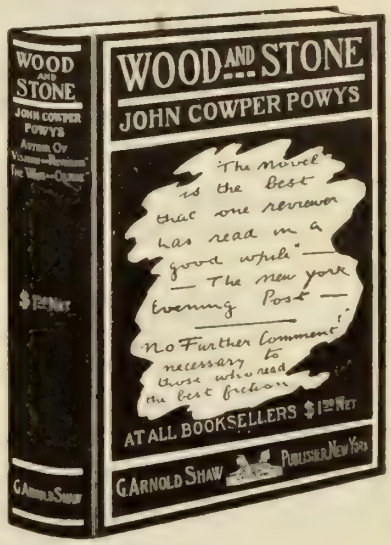
Cloth, $1.25

This is a realistic novel of contemporary American life. It deals with a question which the world has been accustomed to speak about in whispers—what are we to do with the Magdalenes on our city streets? The problem is set forth from a viewpoint that is clean and wholesome, disarming criticism.

WOOD and STONE, by John Cowper Powys

Cloth, $1.50

Bolder and less conventional than the average book, a startlingly original romance, scholarly, human and charming, this is one of the big books of this or any time.



PERSUASIVE PEGGY, by Maravene Thompson

Cloth, $1.25

Sunshine, love and happiness, with the latter predominating, are fitting terms for Maravene Thompson's engaging story "Persuasive Peggy," telling the story of a young wife who gets her own way without losing the love of big, lovable, but stubborn husband.



ROSE O' PARADISE - by Grace Miller White

Cloth, $1.25

This story of the picturesque short-wood gatherers of Central New York is a tale of strong men and strong women, and is marked by the same thrills that characterized "Tess of the Storm Country." It radiates happiness.

ALLWARD - - - by E. S. Stevens

Cloth, $1.25

Mr. Stevens, with a style that suggests Borrow's "Lavengro," tells a thoroughly delightful out-of-doors love story of a man who traveled the open road. The heroine is a gypsy girl, lovable and beautiful.

THE BENT TWIG - - - by Dorothy Canfield

Cloth, $1.35

The "twig" is Sylvia Marshall, a lovely, typical American girl, bent by the customs, traditions and ideals of her Western home and by the integrity of her mother's character. Undoubtedly this book ranks with the very best of American fiction.

THE LITTLE SHEPHERD OF BARGAIN ROW, by Howard McK. Barnes

Cloth, $1.25

From a humble position in a large establishment the heroine of this story rose to the position of manager of that business. Incidentally she pulls it out of the fire for her employer's son. In its style it is as racy and entertaining as "Torchy."

QUALITY COUNTS · THE COPP, CLARK CO. LIMITED · QUALITY COUNTS · THE COPP, CLARK CO. LIMITED ·

THE COPP, CLARK CO., LIMITED.

TORONTO.

VENUS
10¢ PENCIL
AND
VELVET
5¢ PENCIL

are on thousands of sales slips to-day.

Why?

The people have found that these pencils are extraordinarily good, and they buy them again and again.

If your stock is not up to what it should be, send in your order.

A customer who is told that the pencils he likes are "out" becomes dissatisfied and may possibly leave your establishment and start trading elsewhere.

If you are not carrying *Venus Drawing*, *Venus Copying* and *Velvet Pencils* you are losing much good profitable business that you ought to have.

Write for samples and prices if you have not already made these famous pencils one of the regular features of your stock.

American Lead Pencil Co.
220 Fifth Avenue
NEW YORK

LUCKETT'S STERLING LINE

?

LOOSE LEAF

MEMO BOOKS
RING BOOKS
PRICE BOOKS
SECTIONAL POST BINDERS
SOLID POST BINDERS
LOOSE SHEET HOLDERS
LEDGERS

Every part, including metals
MADE IN CANADA and made RIGHT

Sold through the Trade. *Liberal Discounts.*

LUCKETT LOOSE LEAF, LIMITED
215-219 Victoria St. Dept. S. Toronto, Ontario

GOING STRONG

Our travelers are on the road showing these lines. The demand is strong. Every dealer should see to it that the stock is kept well assorted. These goods are easy to sell. You can readily increase your business by aggressively pushing their sale.

SEND FOR OUR NEW CATALOGUE.

The lines we are showing are Xmas and New Year Post Cards. Booklets and Novelties.
Easter and St. Patrick Post Cards and Booklets.
Pennants, Cushions and Souvenir Novelties.
Battalion Pennants and Cushions a special feature.
Patriotic Calendars in Art Process work on felt.
Soldiers' Belts, Mirrors, Button Sticks, etc.
Swagger Sticks, Canes and Whips.
Purses, Playing Cards, Specials in Toys.
Persian Ivory Jewellery.
Emerson Phonographs to retail at $5.00.
Emerson Records to retail at 15c, 20c, 35c and 40c.
A Toy Phonograph that retails at $1.00 with one record.
A big range of Novelties and Specialties.

Pugh Specialty Co.
LIMITED
38-42 Clifford Street - Toronto, Ont.

SOMETHING NEW

Goodyear Erasers

For Pen and Pencil

Made in several qualities, including the famous

Soap Erasers

The values are right
The profits are good

It will pay you to investigate this line.

SMITH, DAVIDSON & WRIGHT
LIMITED
Wholesale and Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Hundreds of Buyers Every Year Attracted to Your Store by the Pen Department

A GOOD many stationers value their pen department only on the exact amount of pens they sell.
But its still greater value is that it brings such a large number of people into your store, where you have the opportunity to sell them other things.
It is because of this that successful dealers are devoting such increasing attention to their pen department.
They concentrate on one complete assortment—one comprehensive line. This enables them:

1st. **Tie up less money in stock.**
2nd. **Save counter space.**
3rd. **Get maximum display.**
4th. **Offer the most complete assortment.**
5th. **Make it easier for the customers to buy.**

To assist in concentrating and improving their pen department, there are ten different sizes of Esterbrook Counter Display Cases. Write us about these to-day.

ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET. CAMDEN, N.J.

Esterbrook Pens "Easiest to sell!"

BLANK BOOKS

When purchasing, your aim is to obtain goods of high quality, goods that will give satisfaction to your customers, so priced that you can sell them at a reasonable figure, and at the same time allow yourself a fair margin of profit.
Dawson's Blank Books fill all these requirements, and it will be good business on your part to investigate.

W. V. Dawson
LIMITED
MONTREAL TORONTO WINNIPEG

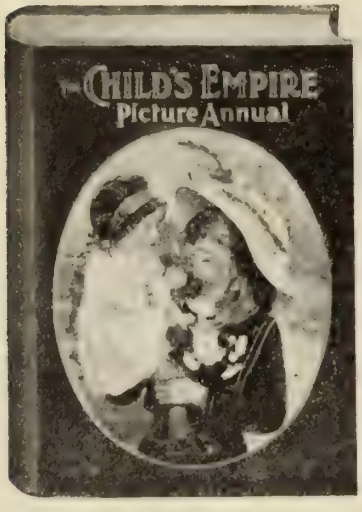
THE RELIGIOUS TRACT SOCIETY, OF LONDON, ENGLAND

4 BOUVERIE STREET

Early orders should be placed for the following ANNUAL VOLUMES for 1916 (Ready in Sept.)



Each Edited by A. R. Buckland, M.A. Demy 8vo, with 7 Coloured and 16 other Pictures. Cloth gilt, 3/6 each net.



THE CHILD'S COMPANION ANNUAL

Crown Quarto. Coloured Picture Boards. 1/6 net. Cloth 2/- net. Cloth, gilt edges, 2/6 net.

OUR LITTLE DOT'S ANNUAL

Crown Quarto. Coloured Picture Boards. 1/6 net. Cloth, 2/- net. Cloth, gilt edges, 2/6 net.

Crown 4to, 256 pages, many Coloured Illustrations and upwards of 100 other Pictures. 3s. 6d. Net.

"A Library of Sunday Reading"

THE SUNDAY AT HOME ANNUAL

Containing a great variety of Stories and other Interesting Reading for Sunday. Profusely Illustrated. Imperial 8vo., cloth, gilt. 7/6 net.

CROCHET AND NEEDLEWORK BOOKS

Edited by FLORA KLICKMANN 1/- net each

Beautiful Crochet on Household Linens. 1/- net.
Artistic Crochet. 1/- net.
The Modern Knitting Book. 1/- net.
The Home Art Crochet Book. 1/- net.
The Home Art Book of Fancy Stitchery. 1/- net.
The Mistress of the Little House. 1/- net.
The Craft of the Crochet Hook. 1/- net.
Etiquette of To-Day. 1/- net.
The Cult of the Needle. 1/- net.
The Modern Crochet Book. 1/- net.
The Stitchery Annual No. 1 (containing Nos. 1-4 of "Stitchery.") 1/- net.
The Stitchery Annual No. 2. (containing Nos. 5-8 of "Stitchery.") 1/- net.
The Stitchery Annual No. 3. (containing Nos. 9-12 of "Stitchery.") 1/- net.
The Little Girl's Knitting and Crochet Book. 1/- net.
The Little Girl's Sewing Book. 1/- net.

THE RELIGIOUS TRACT SOCIETY HAS ACQUIRED THE SOLE RIGHT OF PRINTING AND PUBLISHING

YOUNG'S Analytical Concordance

TO THE BIBLE

AND HAS PREPARED A RE-ISSUE IN AN IMPROVED FORM.

300,000 References. 1,240 Pages. Demy 4to. 5,000,000 Words.

STANDARD EDITION
(2½ ins. thick. Weight 7¾ lbs.)
No. 1.
Cloth Gilt. 15/- net.
No. 2.
Half Morocco Gilt. 21/- net.

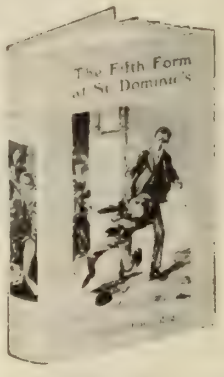
OXFORD INDIA PAPER EDITION
(1¾ ins. thick. Weight 3¼ lbs.)
No. 3.
Cloth Gilt. 21/- net.
No. 4.
Whole Persian Gilt. 28/- net.

STANDARD EDITION ILLUSTRATED
(2¾ ins. thick. Weight 8¼ lbs.)
Containing the following additional features:
18 New Maps of Bible Lands.
23 Views of Palestine.
25 Facsimiles of Ancient Bible MSS.
No. 5.
Half-bound Morocco Gilt. 25/- net.
No. 6.
Morocco Gilt and Gilt Edges. 35/- net.

FOR BOYS, 1s. 3d. each net

BY TALBOT B. REED AND OTHERS.

Large Crown 8vo, with frontispiece and coloured wrapper, 1s. each, net.



1 **The Fifth Form at St. Dominic's.** By Talbot Baines Reed. 1/3 net.
2 **My Friend Smith.** By Talbot Baines Reed. 1/3 net.
3 **A Dog With a Bad Name.** By Talbot Baines Reed. 1/3 net.
4 **Tom, Dick and Harry.** By Talbot Baines Reed. 1/3 net.
5 **Sir Ludar.** By Talbot Baines Reed. 1/3 net.
6 **Roger Ingleton, Minor.** By Talbot Baines Reed. 1/3 net.
7 **The Adventures of a Three Guinea Watch.** By Talbot Baines Reed. 1/3 net.
8 **The Cock-House at Fellsgarth.** By Talbot Baines Reed. 1/3 net.
9 **The Master of the Shell.** By Talbot Baines Reed. 1/3 net.
10 **Reginald Cruden.** A Tale of City Life. By Talbot Baines Reed. 1/3 net.
11 **Parkhurst Boys, and Other Stories of School Life.** By Talbot Baines Reed. 1/3 net.
12 **Geoff Blake: His Chums and His Foes.** A story of School-boy Life. By S. S. Pugh. 1/3 net.
13 **North Overland with Franklin.** A story of Adventure in the Far Northwest. By J. Macdonald Oxley. 1/3 net.
14 **The Mine Detector.** By Frank Elias. 1/3 net.

FOR GIRLS, 1s. 3d. each net

BY ROSA N. CAREY

Crown 8vo. Cloth Boards. With Frontispiece.

AUNT DIANA. 1/3 net.
AVERIL. 1/3 net.
COUSIN MONA. 1/3 net.
LITTLE MISS MUFFET. 1/3 net.
ESTHER CAMERON'S STORY. 1/3 net.
MERLE'S CRUSADE. 1/3 net.
OUR BESSIE. 1/3 net.

BY LOUISA M. ALCOTT

LITTLE WOMEN. With Eight coloured illustrations by Harold Copping. Crown 8vo. 1/3 net.

GOOD WIVES. With Eight coloured illustrations by Harold Copping. Crown 8vo. Cloth, 1/3 net.

THE "R.T.S." publishes some hundreds of REWARDS by AMY LE FEUVRE, MRS. O. F. WALTON, HESBA STRETTON, E. EVERETT-GREEN, MRS. VAIZEY and many other popular writers.

McClelland, Goodchild & Stewart, Limited, Toronto

Carry a full range of samples of the "R. T. S." Publications and their travellers will wait upon the trade

SOME BOOKS OF MERIT

BETWEEN THE LINES

BY BOYD CABLE

The one and only War Book that really tells what the war is like, and already the best seller on the market. We could fill this paper with enthusiastic reviews of this book.

Just a few opinions from last week's papers.

The Toronto Globe:

From cover to cover this is one of the most graphic stories of the war yet written. More exciting than any novel. "Between the Lines" is one of the books that will survive the war.

The Mail and Empire:

He makes the reader feel and see the front. As one reader of the book has remarked, "The very taste of battle smoke is in its pages." We have seen no better picture of the war than this volume contains.

Toronto Saturday Night:

It was about four o'clock when I opened that book, with the blue covers and the fourteen chapters, and it was about eight o'clock when I came to the last page of "Between The Lines," wondering whether Boyd Cable, the author, had written any other books which one might beg, borrow or appropriate. It is a book which you will read again and which will mean even more to us two years from now, than it does to-day, for it brings the very life of the trenches to those of us at home, who wonder and fear what it may be like on the firing line. It is a book which makes you so ashamed of not doing more for those who are in the midst of the fray that you send more money to the Red Cross at once, and see about giving more than you've ever given before. The book is written from the trenches, and fairly smells of the shells in some places. Withal, there is no piling of horrors upon horrors. It is a broad human story, with fun breaking through the tragedy and Tommy's drollery turning the most dismal scene into something of a farce. If there is a chapter, anywhere, that shows better the indomitable spirit of the Briton than "A Hymn of Hate," I should like to hear of it before I am a day older. If you can read about the Tower Bridge Rifles, and how they entertained the "Boshy" enemy, and not form an abiding fondness for Private 'Enery Irving, then you are no Canadian at all, and might as well have been born in Yucatan or Paraguay.

You will sell as many of this book as you did of **Palmer's My Year of the Great War** and by the way this book is still selling strong from coast to coast.

Cloth - $1.35

A new edition of **Newton's THE UNDYING STORY**, the story of Kitchener's **First Army in Flanders**, will be ready on the 15th. This book is a masterpiece.

The best selling novel on the market to-day by long odds is **PETER CLARK MACFARLANE'S HELD TO ANSWER.** Compared to and yet different to Churchill's Inside the Cup, but destined to be as widely read and discussed. The story strikes a note that beats true to the best things in life. (Cloth, $1.35)

Send for Spring List.

DRINK AND BE SOBER

By VANCE THOMPSON

Author of

"EAT AND GROW THIN"

¶ The Prohibition Issue

which is a live one throughout Canada, especially in Ontario, with the "dry campaign" in full swing, counter attacks being made by the liquor interests through the "Personal Liberty League," has created a great demand for "Drink and be Sober." Even the side opposed to the tone of this book have boosted its sales by reason of the prominence given to it in the spreading advertisements which have appeared in the newspapers.

The book is a trenchant presentation of the problem and is written with a vim that has won such favor as to place it among the best selling books in the United States. Now it is establishing a similar record in Canada.

Whether a "pro" or an "anti" on the temperance question, everyone will find this book intensely interesting.

Dr. Henry, of the Anti-Saloon League, addressing the gathering at Massey Hall, Toronto, strongly advised everyone to read this book which was characterized by him as the best temperance book ever published.

$1.00 net

This book will be a heavy seller this spring and the demand for it will keep up throughout the year.

PUSH IT FOR PROFIT.

McCLELLAND, GOODCHILD & STEWART, Limited

PUBLISHERS ∴ 266-268 King Street West ∴ TORONTO

Visit Toronto

and don't miss our

SPECIAL SHOW

MARCH 13th to MARCH 25th

We feature the following import lines of Fancy Goods and Toys:

E. W. Savory, Ltd., Bristol,
Xmas Cards, Calendars and Novelties.

The Canadian and Diamond Series,
Xmas Cards, Post Cards, Novelties.

W. H. Brand's (London, Eng.),
Fancy Leather Goods.

Dean's Rag Picture Books,
Also Lithographed Toy Books.

Modellit. The newest and best Modelling Paste,
In attractive sets to sell at 15c, 25c, 50c, 75c, $1.00, $1.50 and $2.50.
Bulk for School and Home, 1 lb. blocks.

Birthday Cards, Tally Cards, Patriotic Novelties.
Erector and Gilbert Toys (See ad. opposite)

We are sole Canadian agents for Lyon's "Glucine" and Wax, McCaw, Stevenson & Orr, Seccotine, etc., (with Marcus Ward lines). Hawkes-Jackson, Solid Head Thumb Tacks.
We stock Blotting Paper, Crepe Tissue,
Tissue Napkins.

PLEASE MAKE NOTE TO CALL

MENZIES & COMPANY, LIMITED

439 KING STREET WEST, 1 door west of Spadina Ave., TORONTO, ONT.

ANNOUNCEMENT

To the Stationery and Fancy Goods Trade

We have been appointed Canadian Representatives of

THE A. C. GILBERT CO.

Successors to Mysto Mfg. Co.

NEW HAVEN, CONN.

Makers of the famous steel construction toy

ERECTOR

The Toy Like Structural Steel

In connection with this they have discovered the missing link that completes Construction Toys and are placing on the market this month

BRICKTOR

It links up with Erector

They also make Bell Toys, Mechanical Toys, Magic and Electrical Sets. Motors and Transformers for up-to-date boys' toy outfits

SEE OUR SHOW IN TORONTO

MENZIES & COMPANY, LIMITED

439 KING STREET WEST, 1 door west of Spadina Ave., TORONTO, ONT.

IMPERIAL NEWS Co., LIMITED

TORONTO, MONTREAL, WINNIPEG

IT WILL PAY YOU TO KEEP IN CLOSE TOUCH WITH US

Place no orders until you get our prices on these lines:

SIXPENNY. All latest titles, best authors and best covers. See our special 100 lots, no two alike, by Rowland, Swan, White, Green, Askew, etc. **Only $7.50**

WARD, LOCK'S 6/- Remainders. Handsomely bound. **Only 26c.** You should see this exceptional line. It is a bargain

JOHN LONG'S 1/- PAPER. Full lines at lowest prices ever sold in Canada. All best titles. **Only 18c.**

SPECIALS. All the best War Publications, Dream Books, Jokes, Jessie James, etc. Lease Forms, To-Let Signs, Rubbers, Pencils, Pens, etc.

PRICES WILL ADVANCE

It is almost certain that in the near future a heavy advance in all lines of British sixpennies, bound books, etc., will result from the Government's restriction on the importation of paper pulp. All late dispatches confirm this and the wise buyer will buy now and fill his stocks completely with all the best selling lines before the general advance that **must** come sets in. Now note that we carry perhaps the largest and most complete stock of these books in Canada.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. **TORONTO: 93-95 Church St.** **WINNIPEG: 376 Donald St.**



"THE DOUBLE SACRIFICE."

(His Life—Her All.)

By DUDLEY TENNANT.

Most-talked-of picture published since war began.

Signed Artist's Proofs (only a few left) in colours, on Art Paper, 18in. by 13in., mounted on India paper, and super-mounted on best plate paper, 30in. by 22in. 21/-
Similar to above, unsigned 5/-
Smaller Colour (12in. wide), mounted 20in. by 14in. 2/6
Photogravure (20in. by 14¾in.) on plate paper, 32in. by 24in. 2/8

Trade Discount 50%.

S. HILDESHEIMER & Co., Ltd.,
96, CLERKENWELL ROAD, LONDON, E.C.
ENGLAND

S·H&Co LIMITED



"LIMPETS."

Beautiful colour plate—the most successful child-picture of the year. Sells at sight wherever exhibited. First large edition sold out. Only a few of second edition now in stock.

Engraved colour surface.
12in. by 8in.
Double mount, 18in. by 14in.

Price 2/-.
Trade Discount, 50%.

S. HILDESHEIMER & Co., Ltd.,
96, CLERKENWELL ROAD, LONDON, E.C.
ENGLAND.

S·H&Co LIMITED

VALENTINE'S SERIES

POST 

CARDS

OUR new lines are having a great reception and we have been congratulated everywhere we have shown. Wait for one of our travelers to call, when he will submit you the following along with others:

Valentine Series Our Own Manufacture

TOY BOOKS

5c Cut-outs

10c Home Pet Series

10c Rocking Books

15c Country Friends

15c Books on Wheels

15c Book Toys

25c Book Toys

25c Games

10c Steel Die and Hand Colored Booklets

15c Steel Die and Hand colored Booklets

5c Local View Xmas Booklets

10c Local View Xmas Booklets

10c Local View Xmas Booklets with 12 views of Your Town

5c ARMS SERIES of Postcards with 12 views

Autograph Xmas Postcards

GIBSON ART LINE

Xmas Booklets to retail at 1c, 2 for 5c, 5c, 10c, 15c and 25c.

Enclosure Cards, Tags, and Seals in Small Boxes, not envelopes, to retail for 5c.

Calendar Pads,

Tally Cards,

Xmas,
New Year,
Thanksgiving,
Hallowe'en
and
Birthday
POST CARDS

A VERY LARGE ASSORTMENT OF EACH.

GABRIEL SONS & CO'S CHILDREN'S BOOKS

5c LINES
Animal Series
Fairy Tale Series
Mother Goose Series
Little Darling ABC Series
Playtime Series
Dollyland Series

10c LINES
Nursery Tales Series
Farm Friends, ABC Series
Friends in the Field Series
"All Aboard" Series
Animal Friends Series
Farm and Field Series
Fairy Land Series
Bible Story Series
New Testament Series

25c LINES
Peeps into Animal Land Series
Pictureland Series
Toys and Joys Series
Pretty Page Series
The Tales Series
The Story Series

LINEN TOY BOOKS

5c LINES
Nurseryland Series
Tiny Tot Series

10c LINES
Kindergarten ABC Series

15c LINES
Little Folks ABC Series
Happy Hour Series
Ever Welcome Series

25c LINES
Cosy Corner Series
Once Upon a Time Series

50c LINES
Untearable Animal Land Series
Untearable Picture Land Series
Untearable Plaything Series
Untearable Pretty Page Series
And other Higher Priced Books

SAALFIELD

Line of Children's Books

Specializing on Rag and Linen Books retailing at

5c
10c
15c
20c
25c
35c
50c
75c
$1.25

Also cloth-bound books comprising:

Camp Fire Girls
Boy Scouts
One Syllable Books
Billy Whiskers
Little Maid in Toyland,
Flower Babies
Etc., etc.

DONOHUE'S LINES. Featuring their children's Line of Board Books and Books for Boys and Girls, such as Henty's, Alger Series, Mayne Reid, etc., for Boys, and Carey, Meade, etc., for Girls.

MILTON BRADLEY CO.'S GAMES. All their leaders.

THE EMBOSSING CO.'S Checkers and Dominoes and Children's Blocks.

DO WE INTEREST YOU?

Valentine & Sons United Publishing Co., Limited

MONTREAL **TORONTO** **WINNIPEG**

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

MARCH, 1916 Vol. XXXII—No. 3

IMMEDIATELY following the appearance of the April issue of Bookseller and Stationer will come the four or five weeks that will witness the heaviest buying of the whole year by the merchants of Canada engaged in the **Book, Stationery, Fancy Goods, Toy and Novelty Trades.**

* * *

THE ANNUAL SPRING SALES NUMBER

will especially mark this most important season. It will be published in the first week of April.

* * *

This year the retailers will find it to be a trade guide of more than ordinary value and interest for them. There have been trade developments and unusual conditions, together with such a marked improvement in the general commercial outlook, that every merchant will be in a more receptive mood to entertain suggestions and ideas as presented in the editorial pages and announcements in the advertising pages than they have been for the past two years.

* * *

This is one of the factors that will enter largely into making the **Annual Spring Sales Number** this year one of maximum importance to the trade.

Retailers will not be disappointed in their expectations regarding this big number. It will be rich in good strong articles covering the different departments of the business done in the book and stationery stores, comprehensive in its scope, and consequently this number will be an exceptionally valuable medium for advertising the different lines of merchandise associated with the book, stationery and toy trades.

* * *

Whether the manufacturing or wholesale firm has a proposition for jobbers or for retailers, this medium should be used to cover Canada. It is the only paper of its class in this country.

Rates—Full page, $35; half page, $20; quarter page, $12; eighth page, $8.

Send copy by March 25.

* * *

Clip this coupon, sign and return it now while the question is up.

Date.....1916.

Bookseller and Stationer,
143 University Ave., Toronto.

Reserve ..... page space in your
(full, half, quarter or eighth)
Annual Spring Sales Number for $.... Copy will follow to reach you by March 25th.

Name.....

Address.....

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. MARCH, 1916 No. 3

IN THIS ISSUE

Extending the Bookstands
Selling Methods of an Owen Sound Bookstore
Toronto Book, Fancy Goods and Toy Fair
Educational Features Boom All-Year Toys
Reader's Guide to the Magazines
New Goods Described and Illustrated
Art Papeteries and Greeting Card Novelties
Advertising Value of the Shop Windows
When the Syndicate Enters Your Town
The Best Selling Books in Canada
Month's Record of New Books
And Many Other Timely Editorial Features

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President — H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager — T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12900. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year; Single Copies, 10 cents. Invariably in advance.



CANADIANS WANT BRITISH GOODS

HAND-MADE PAPERS ARE too expensive for any great success in retailing, but in

HOMERIAN, DECKLE-EDGE, an effective imitation of hand-made papers is available at moderate retail prices, affording



Correspondence Paper of Distinction for Your Discriminating Customers.

REGENT'S Notepaper, $2.50 per ream.	Envelopes $5.00 per 1,000
Size (Folded) 5⅛" x 6½"	3½" x 5⅜"
KING'S Notepaper, $3.00 per ream.	Envelopes $6.00 per 1,000
Size (Folded) 5⅜" x 7"	3¾" x 7¾"

Notepaper is boxed in ¼ reams, envelopes, 100 to a box.

If you haven't this quality British line in your stock, order it without delay. You will find it a *Ready-Selling and Profitable* line to *push.*

John Dickinson & Company, Limited

MONTREAL
216 Lemoine Street

TORONTO
76 Bay Street

Editoral Chronicle and Comment

EXTENDING THE BOOKSTANDS

THE extension of bookstands or bookstalls, in towns too small to support full-fledged bookshops is being actively advocated in the United States and by reason of the existence of publishers' and booksellers' associations, will probably be carried forward successfully. The idea is to develop not only bookstands but one-man or one-woman shops whose proprietors are alike familiar with stock and customers and will consequently be able to bring them together.

As the *"Publishers' Weekly"* points out:

"The untouched field in the small towns of the country is wide, and would prove exceedingly fruitful. The little tea-room with a book alcove, the arts and crafts shop with a book annex, the one-room bookshop, and the store-corner bookshop, all these are possibilities in the towns at present too small to support any sort of a regular bookstore. . . . Eventually, many of these little bookstalls would develop into full-fledged bookstores, so that the importance of a movement of the sort properly launched and successfully administered can hardly be over-estimated. . . . Unless the plan of campaign were carefully organized and worked out in the fullest detail the percentage of failures would almost surely run impossibly high. But careful analysis of the difficulties in advance, and carefully prepared and clearly formulated solutions of them would undoubtedly save many an embryo bookstall from shipwreck. There must, in other words, be a standardized plan. . . . In this way, and in no other, can entrance into bookselling be made possible, even in small towns, with any hope of ultimate or continued success."

As conditions in Canada are similar to those in the United States the question is equally important to this country and we think the idea is good enough to warrant the enthusiastic support of all members of the book trade.

PRICES STILL SOARING

ADVANCES in prices may be looked for in most stationery lines because of the frequent and abrupt changes in the price of raw materials. Consequently, wholesale stationers are being obliged to withdraw prices.

This applies with special force to all articles made of paper and to goods in which certain chemical compounds are ingredients.

Some sundries have disappeared and others are likely to go off the market entirely, as for instance articles made of brass, the price of which has soared and will doubtless go still higher.

Retail stationers will fully appreciate the situation and should co-operate with the manufacturers and wholesalers in facing the present unusual conditions.

Last month mention was made of the advance in prices of books in England, mention being made that general advances would be made approximating a penny to the shilling on the list prices of books. Since that time further advances in paper have followed and it is difficult to state with any degree of certainty what book prices will be maintained this year. Some books will go higher than the advance indicated a month ago. It would seem advisable for the dealers to buy necessary requirements of certain lines of both book and stationery lines without delay, because there seems little hope that present prices can be maintained and any changes in prices will certainly be advances.

PERTINENT ADVERTISING LOGIC

MR. SCHUMAN, one of the best-known advertising men in the United States, recently made some rather startling statements in The American Business and Standard Advertising, a Chicago publication. We quote from his article the following:

"Does it surprise you when I say that there is more real money invested in monthly trade journals in the United States than there is in all the popular and literary monthly magazines?

"And do you follow me when I declare that the per capita buying power for things that only men

with money can buy, both for their homes and their businesses is ten times as great among trade journal subscribers as it is among subscribers of any of the popular weeklies or monthlies?

"In other words that the trade journal, using the term in its broad sense, is read mainly by that 5 per cent. of the country's population who employ or in some other way direct or control most of the other 95 per cent?

"And just one more thought to give the trade journal a standing in court: It is estimated that more than one hundred millions of dollars are invested in the business of publishing trade journals in the United States alone."

Mr. Schuman proceeds to handle without gloves those advertising agencies who affect disdain for trade papers. He sums up the attitude of such advertising agencies by saying that they object to trade papers because it takes more real skill to write a $50 trade paper advertisement than it does for a $5,000 page for general publicity.

MAETERLINCK THE SEER

THERE are those who claim to enjoy Maeterlinck and even those who claim to understand him. And on the other hand there are those—honest, straightforward souls—who acknowledge in a half-shamefaced way that Maeterlinck is beyond them; in fact that the writings of Confucius in the original would be almost as intelligible as some of Maeterlinck's translated. However, the fact remains that, despite the awe and dread, he inspires, Maeterlinck is a wonderful man and writer. This by way of introduction to a word on his fairly well-known theory of transposition of epochs. He declares that the past, present and future are one; that the future exists in the present; and that, in some circumstances, it is possible to realize past and future fully as easily as the present. In other words a person with the proper psychic equipment could tell exactly what each stage of life would bring forth. The groom standing at the altar could visualize the time when his grandchildren would toddle up to him or—if he were a New Yorker—the less distant day when his helpmeet would board the train for Reno. Maeterlinck probably holds an implicit belief in this rather terrifying theory, for he is too great to descend to mountebank advocacy of a crank idea for publicity alone. Let him then attempt to apply it. He could render a great service by casting forward into the black void of the future and learning what time-to-be holds in regard to the various forms of literature. Will the novel hold its sway or will some new form be found? Will Cubism and Futurism creep into literature as they have into art? Will Shakespeare and Scott and Dickens, and Tolstoy and, yes, Maeterlinck be forgotten in the lustre of the great men still to be born? Will the tendency to realism be further developed or will men relax back into idealism? These are all interesting points. Let Maeterlinck speak.

AN $800,000,000 TONIC

ALTHOUGH it belongs to the year that has passed, Canada's crop of 1915 was in many ways the best business tonic the year 1916 has recived and as the effects will continue with us all this year, let us look at the revised figures, as given out since last issue, in the face at least once again. They are quite worth posting up:

Wheat	$312,569,400
Oats	176,894,700
Barley	26,704,700
Rye	1,899,900
Peas	5,730,700
Corn (husking)	10,243,000
Beans	2,206,800
Potatoes and Sugar Beets	36,161,900
Fodder Crops	192,768,100
Total	$800,000,000

RISING CANADIAN WRITERS

SEVERAL Canadians are coming to the front in the American illustrating field. Arthur William Brown is perhaps the most notable success. His work appears regularly in Saturday Evening Post, McClure's, Metropolitan and other leading magazines. A drawing by Arthur William Brown can be recognized at a glance without any reference to the signature in the corner; for all of his work is distinctly characteristic. His figures are strong and life-like and his backgrounds masterpieces of detail. Norman Price is also coming to the fore although some of his best work has been done for advertising campaigns. Charles McClelland is chiefly known for his cover designs which are exceptionally good.

POST-WAR IMMIGRATION

AT New York, recently Lord Shaughnessy made a brief statement regarding Canada's post-war immigration policy, which is interesting in that being, as he was, talking to comparative strangers, he took a slightly different angle than in his interviews at home. He expressed the view that after the war Canada would put into operation the biggest national land settlement scheme in the history of the world. In this connection he pointed out that the Canadian Pacific Railway has refused to sell farm lands to anybody but actual settlers, and said that he expected this policy to be carried out in a national way, with Dominion and Provincial Governments co-operating to put settlers on the land rather than to let large areas pass into the hands of speculators.

Toronto Book, Fancy Goods and Toy Fair

Various Wholesale Concerns Adopt Same Six Week's Period for Spring Exhibitions—Centralized Organization May Evolve

BEGINNING at the middle of this month an immense book, toy and fancy goods fair will be held in Toronto. There is no central organization and perhaps it is going a little too far to speak of the various exhibitions of holiday lines, each independent of the other, as forming one fair which can be spoken of in the singular sense. Nevertheless it amounts to that and the fact that unity of effort is being manifested to a greater degree each successive year, indicates that a joint and centralized organization will evolve.

This year several different book and stationery, fancy goods and toy wholesale concerns have arranged their dates so that their spring exhibitions will fall in the same six weeks period running to the end of April.

More firms are adopting this idea year by year and this year it is confidently expected that a greater number of retailers than ever before will make buying trips to Toronto to place import orders for next season's holiday trading.

Another element that promises greater things for this year's business at these exhibitions is the optimistic spirit which dominates the trade this year as compared with the pessimism of the past two years.

As the weeks of 1916 roll by, this feeling of confidence in what the present year is to bring forth is intensified rather than discounted and every indication is that the year is going to be a good one in the book, stationery and associated trades throughout Canada.

Government Takes a Hand

Readers of "Bookseller and Stationer" will be interested to learn that Sir George Foster, Minister of Trade and Commerce, has arranged a conference of manufacturers and prospective manufacturers of toys to take place in Toronto on March 28, to discuss preliminaries for the holding of an exhibition of Canadian toy products. In a letter to the publishers of "Bookseller and Stationer," Sir George Foster expresses satisfaction with the keen interest that these manufacturers have shown in this proposal and the large number of responses he has had, all of which gives good promise of a toy exhibition as a permanent fixture.

Subsequently other fields of manufacture will be similarly dealt with. This toy exhibition will be only the initial step toward a permanent representation of industrial product which find vogue in other countries and which might profitably be manufactured in Canada. The general programme will be carried forward by a Dominion Bureau of Practical, Commercial Export Intelligence.

News of the Trade

Brantford, Feb. 22.—Edward Stedman, Sr., father of the young men who constitute the firm of Stedman Bros., met instant death while operating the elevator. He had been ill, and while bringing the elevator up from the basement to the ground floor, he fell in a spell of dizziness, his head being caught between the elevator and the side wall. Deceased was a native of Croydon, England, where he was born in 1859. He came to Canada thirty-eight years ago. He has been a resident of Brantford for twenty-five years, always taking a keen interest in the affairs of the municipality. He was an active member of Zion church and one of the elders of that congregation. His word was always as good as his bond, and he always manifested an honesty of mind and integrity of purpose which won for him universal esteem. He is survived by Mrs. Stedman and five children, Miss Lily, Miss Beatrice, Samuel Stedman, Edward Stedman and George Stedman, all of this city.

BACK FROM FLANDERS

Stanley Godfrey, a former clerk at the Methodist Book Room, Toronto, enlisted in the Second Field Ambulance Corps with the First Contingent, and did service at Neuve Chapelle, and at St. Julien, where he received an ugly wound, which cost him a leg. But "Stanley," as he is familiarly known, forgot all his troubles on Thursday night, when in the lunch room at the Wesley Buildings, on Thursday, February 24th, as the guest of the book and clerical staff, he smilingly rose to reply to the toast of "Our Returned Heroes," proposed by Rev. Dr. Wm. Briggs, chairman of the evening.

Among the guests, who were waited on by the lady clerks, were: Archie Harmon and Fred Wood, two returned Princess Pats, who are back in their old places in the printing department, and three other Book-Room clerks, Roy Belford, George Craig and Herbert French, who have donned the king's uniform, and who represent 50 others who have enlisted from the same establishment.

FOUR COLLINS AT THE FRONT

Robert E. Jones, director of the Sydney, Australia, branch of Collins Bros. & Co., of Glasgow, was in New York, recently with his family en route for Liverpool. The four Collins brothers, the active partners of the concern at present, are all absent from the business at the trenches at the front, and it is because of this lack of executives presumably that Mr. Jones has been ordered to report for duty at the headquarters of the company.

TO THE FRONT

The following employees of Buntin, Gillies & Co. have enlisted for overseas service with the Canadian forces: Charles H. Bush, George A. Ireland, Charles Males, John Mochrie, Richard Philp, George Sweeting, in addition to the following former employees: Reginald Baillie, William Graham, William McDiarmid and W. R. Turnbull. Alex. McFarlane, another former employee, was killed in action.

A Trade Barometer.—A collection of extracts of letters from the retail trade received during 1916 and dealing with the recent holiday trade has been issued by W. J. Gage & Co. in book form under the name of "A Trade Barometer." Almost invariably these letters had an optimistic tone with reports showing 1915 ahead of 1914 and expressing good expectations for 1916. Many of the dealers in speaking of the reason for better business dwelt on the bumper crops of 1915 and the healthy proportions of savings accounts.

Selling Methods of an Owen Sound Bookstore

Interview With A. E. Ireland, Who Tells of Ideas Successfully Worked in Increased Book and Stationery Sales.

IF a man or woman comes into your store and asks you whether you have such and such a book in stock, and you sell the book at $1.25 or $1.35, possibly you are satisfied that you are selling books.

But if the same man or same woman who was not already primed on the book question, came in and asked you what such and such a book was like, or whether he would enjoy reading it, you might or might not sell that book.

If you had read that book, and had formed an opinion on it, and at the same time you had read the customer as well, and formed a definite opinion of him, the chances are that you would sell that book. If you had not tended to both of these necessary points in connection with the selling of books, it is not so likely that the sale would have gone through.

Bookseller and Stationer is prompted to treat the subject in this way, from a visit of a member of the staff, to the store of W. K. Ireland of Owen Sound. Mr. Ireland's store would give most of us two main impressions on visiting it for the first time, one of books and one of magazines. From the window standpoint you would say magazines and books, from the interior you would rather reverse the order. There are many other good selling points about the Ireland store in addition to these, and those we will mention later, but these two are the outstanding ones.

In a talk with Mr. A. E. Ireland, a son of the proprietor, who is carrying out his fathers's policy in connection with the store, some information was given as to the methods of handling business in this store, which shows an unusually large sale of books.

"We adopt the system of relays here, in reading all the books that come in, as far as we can," said Mr. Ireland. Not only do we try to get a definite idea of the book itself, but we make ourselves familar with the names of other books, even if we have none of them in stock, and have never handled them before."

"That book you told me about is pretty good", said a man a short time ago. "Have you anything else he has written?"

"The book he referred to was of Thurston's. 'John' Chillicote, M.P. I mentioned the "Masquerader" to him, giving some idea of the contents. It so happened that I knew this without having to look it up, but if I had not, I would have made it a point to do so, as soon as I had sold him the first book so as to be ready for his return.

"I try to keep track to a considerable extent, of the books I sell, and to become familar with the fancies of individual buyers, in order that when they come in again, even if they do not mention a certain book to me, I know what they bought, and show them something like it. In the case in question I sold another Thurston book on the strength of recommending the first. Sometimes I have sold several of the same author in succession to the customer".

"The position of the bookseller is something the same as is presented in the public libraries by the librarians. They are asked by men and women, and young men and girls, to sell them something that they think they would like. This involves of course, some analysis of our customers, and also a wide knowledge of the books we have in stock, those that are on the market. We sell a large number of books just by looking after them in this way. It takes some time of course to read the books, but it is worth all the trouble and time we devote to it."

Mr. Ireland has the usual variety in prices in his store. He has a special table with a raised stand on it for new books at $1.25 and so on, and he has another table for 50c books, another for 35c and another for 25c ones. On each table or stand he has a card—for instance, on the 50c lines he has a card—"Any book in this display 50c". In the 25c line he has the card—"Best bright and breezy books, special line 25c".

There are special books that can be bought up in lots which will give an excellent profit, if the bookseller keeps his eyes open. The Ireland store bought up quite a number of books before Christmas and they took out the best of the titles and authors and added them to their regular 50 cent line. A large number were sold, with those that were left they made a special table after the first of January and put them in to clear at 25 cents. The response was immediate. They had people coming in asking for the "25 cent books" they were selling. This was done without any special advertising. Mr. Ireland did not mention the price, but we were given to understand that the lower price did not net the firm any loss.

Just one more point on books, a local illustration, showing the energetic manner in which books are handled by this firm. There is a minister of Owen Sound, Rev. Dr. Thurlow Fraser, who brought out a book called "The Call of the East". This book was of general interest, as well as local, and dealt with Dr. Fraser's personal experiences in Formosa. On the day on which the book was issued the store opened up with a window containing nothing else but this book, with suitable cards calling attention to it, the author, the price and also an advertisement was placed in a local paper coming out twice a week. The firm got Dr. Fraser to come in and autograph 30 or 40 of these books, at the back of the store, and this addition was found successful in selling several of the most prominent people of the town. Altogether several hundred books were sold.

But the sale did not drop here. A short time ago Dr. Fraser volunteered for the front as Chaplain and the firm thought this was a good time to push the sale of the book again. Another window was put in and a photograph of Dr. Fraser was used in the window and a neat card with the wording "The author, Dr. Thurlow Fraser, now with the 50th Battallion C.E.F." The result was a further increase in sales.

We were going to close the book story at this point but another one should not be overlooked. This is in line with another special method of pushing sales that the firm adopted. A special table is used for military books, particularly those dealing with instruction of officers and men, as a battalion is quartered at Owen Sound. This is entirely apart of course from general books on the war, which the firm pushes in its own way; these instructive books are of interest to soldiers alone. They are placed on a table facing the entrance to the store and just below them is set out an attractive display of khaki linen paper. Several signs are used in connection with this display and the two together attract a good deal of attention.

In connection with this it might be mentioned that as soon as it was announced that khaki writing paper was on sale, the firm wired to Toronto for a supply and had it on hand within a few hours. They at once began introducing it to customers who came in, showing them it and they found a ready sale at once. They brought new customers and in the next two or three weeks a large amount of business was done. It should be mentioned at the same time that as soon as they received the goods they displayed them, giving up an entire window to khaki paper.

Another point along the same line, following up local opportunities, is the sale of sets of military maple leafs, pins, etc., as it was found the local men had not been supplied. A "Tipperary pup" is used to give "atmosphere."

As far as magazines are concerned the firm make it a settled policy of giving one window up to the display of each month's magazine as they come in. The window is arranged in a sloping manner, so the books will show off better than when they are put on the floor, and some are shown specially with a cord strung across the window. The firm are the agents for the Curtis Publishing Co., and they often make a window of the Ladies Home Journal and Saturday Evening Post and sometimes both together. Usually, however, the window is given up to the display of as many of the monthly magazines as possible. Mr. Ireland stated that whenever for special reasons another display is put in this window that the sale of these magazines falls off, so that he regards this as a proof of the necessity of specializing in this way with a window of magazines as a most helpful way of building up and keeping up a steady sale.

The magazines are also shown in a table in the store.

The firm have opened a new and unusual line, chocolates, which are displayed in a glass case inside the door. The goods include boxes, nut milk bars, etc., and the sales so far have been very satisfactory.

The firm have a convenient arrangement for preventing the store from being littered up: a small "receiving" room at the rear connected with the back yard.

ART PAPETERIES

"D'Art Moderne" is the name given a new series of papeteries and correspondence card cabinets which have been introduced by George Ridout & Co., of Toronto. The paper in the papeterie is linen finish and a feature of the envelope is its artistic lining adding distinction to this papeterie which applies also to the cabinet wherein correspondence cards replace notepaper. These come with lin-

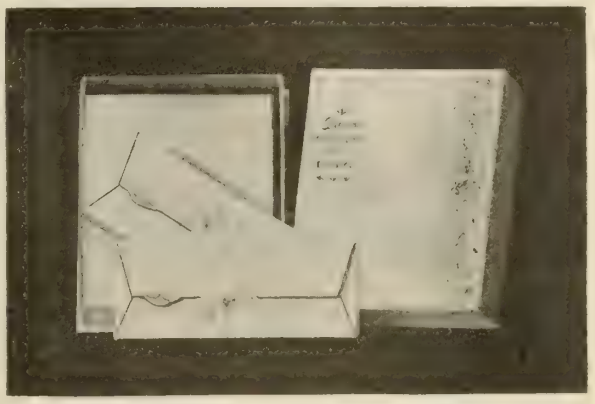


The "D'ART Moderne" Cabinet.

ings of ivory white, purple and gold effect and Fleur de lis design.

Still more unique and novel are the "Papier Mouseline," papeteries, with an original cut of envelope permitting extra decoration designed to make a strong appeal by reason of its very novelty combined with the pleasing effect it produces.

The new Des Arts Christmas card line runs largely to die stamped and plate printed numbers. There are many



The "Papier Mousseline" Papeterie.

hand-colored numbers, also in combination with the die stamped lines. Some new pebbled effects are shown on heavy ribbed stock. This new treatment must be seen to be fully appreciated, as things so delicate and refined cannot be adequately described.

FABRIC PAPERS PASSING

In the new lines of correspondence papers this season there is a tendency to revert to papers other than those which have the fabric finish and recognizing the trade demand for such papers of kid finish, and chamois finish are in evidence, papers with a soft receptive surface taking the pen perfectly. One prominent paper manufacturing concern offers a new line designed to especially appeal to dealers catering to men. It is made up of an assortment of papeteries containing high-class papers in both Satin and Antique finishes. The paper has a fine laid effect which gives it a particularly attractive appearance and the decoration on the boxes has been arranged with a view to appeal to the masculine taste.

GREETING CARD NOVELTIES

Some of the leading manufacturers of correspondence papers have gone extensively into the making of greeting card blanks—not the old familiar—blanks that have been known to the trade for these many years but new conceptions, cards embodying the latest finishes and decorations which characterize the new correspondence papers brought out this year. These greeting cards will be suitable for different uses, they are in themselves so rich in appearance that they can be relied on to prove popular for use without any further work being added by the engraver or printer, but others will naturally prefer to have engraved, embossed or printed greetings, with perhaps a space left blank for their autographs.

Many of these cards are supplied with envelopes having the new and fashionable linings in delicate colorings or the popular black and white stripes.

The retailers will do well to pay careful attention to the coming of these new cards and to weigh well their selling possibilities.

It is, of course, the Christmas trade that always looms the largest in considering greeting cards of whatever type or quality but other seasons should not be overlooked. Easter offers possibilities to resourceful dealers who should not lose sight of this or any other season when placing their orders for these new cards.



View of toy department of Stanley Mills & Co., Hamilton.

Educational Features Boom All-Year Toys

Whole Aspect of Department Changing in Favor of Steady Buying Throughout the Year —Special Lines to Liven Business in Summer — Permanent Department Helps in Christmas Rush—Experiences of Several Managers.

BOOK and stationery stores in Canada are almost invariably toy and novelty stores except in the biggest cities.

In such cities as Montreal, Toronto, Hamilton, Winnipeg and other of the larger centres the department stores feature toys very strongly and it is significant that these stores are now conducting year-round toy stores.

Among the department stores converted to the idea of year-round toy department are Stanley Mills & Co., Hamilton, Ont.; Smallman & Ingram, London, Ont., and Almy's, of Montreal. The manager of the latter concern said that they had come to this decision because they had in the past been asked constantly for toys throughout the year.

In such stores and in most of the stores of booksellers and stationers it has usually been the practice after Christmas to not only diminish the toy section until it is a tiny fraction of its former size, but to push it away into some corner and behind some department with which it is entirely out of sympathy,—that is, when "the remains" are not relegated to the stock room for ten or eleven months, as is the practice followed out by many dealers.

Everybody realizes that the toy department of the summer is vastly different to that of winter. The latter consists of toys more or less for indoor amusement, while those for summer run in the direction of sand toys, wheelbarrows, garden sets, such as rakes, spades, small automobiles, bicycles, tricycles, roller skates. Lines such as dolls and doll carriages and houses are good for girls all the year round.

A Successful Hamilton Department

The illustration appearing above shows one of the most successful toy departments in Canada. It is kept going, and busy, every day of the year. The photograph shown was taken the middle of November, the day of the annual inspection of departments and the Christmas Opening throughout the store. For this it had been enlarged by one circle and a further increase in space was planned for the last four weeks before Christmas, the house furnishings department giving way in its favor.

Here is an impressive showing of toys, and an inspection will indicate a systematic division infinitely superior to the old-time management in many stores that was more in the nature of a jumble.

A Ten-Section Affair

There are practically ten sections of the modern toy department. One of the most important at the present time, of course, is that of war toys, soldiers, cannons, forts, battleships, etc. Another, sharing a wonderful popularity of late is devoted to construction building, the making of all kinds of works that encourage the mechanical instinct in children, bridges, houses, cranes, etc., of which the "Meccano" and "Erector" steel toys and several wooden ones are well-known examples. Another section is given up to "educational" or "kindergarten" toys, also a late development. Then there are the usual run of games, books with colored illustrations; dolls, and a closely related section—a third development,—dolls' furniture; the old favorites, stuffed animals, mechanical toys, sleds, toboggans, carriages, wagons, etc.

One of the factors favoring this, he has found, is the "vogue," if so it may be called, of educational features, the outgrowth of kindergarten training. Every buyer of toys is familiar with the introduction of a number of "kindergarten" lines, in the way of drawing, painting, etc., and for these a steady sale may be looked for.

Then there are the construction toys, which are appealing to that side of a boys' nature that made them "wild" over the mechanical and friction toys for years. The Mills toy department played up this feature very prominently by

demonstrating during the holiday season just closed. In Mr. Mills' view there is "nothing like it" for building up sales. A long table was reserved for this purpose and various models of a well-known steel constructor toy were set up to illustrate just what could be done by the young boy. This end of the table or counter was the centre of interest for the weeks preceding Christmas. The rest of the "demonstration counter" was devoted to showing up the mechanical toys: the new "hopping" animals, sand toys, pile drivers, engines, etc. One or two clerks were employed the whole time showing how the different toys "worked" and the response was very gratifying.

YEAR-ROUND TOY SELLING

"Toys and Novelties" takes up the question of year-round toy selling so advocated by "Bookseller and Stationer" and has this to say on the subject in its current issue: More than ever before, this year the manufacturers have attempted to produce year-'round sellers, and the idea is rapidly growing and spreading among the public. Not only is it possible to do a neat toy business throughout the entire year, but in the long run it means more profit to the dealer and better toys for the public, for it enables the manufacturers to cut down the very great expense due to an idle factory two-thirds of the year. If for no other reason, therefore, it is up to the dealer to make as strong an effort as possible to maintain a healthy year-'round sale of toys, and in this he will be willingly backed by the entire toy trade.

The tremendous success of our modern construction toys, both metal and wood, and the rapid spread of the educational toy idea, have helped considerably to foster a continuous sale of toys, and the dealer who does a little pushing through occasional circulars, window displays, advertising, etc., will find his efforts well rewarded. It is a good thing for dealer and manufacturer alike, and it will materially assist the toy industry in establishing the firm footing which it is striving so hard to attain.

NEW YORK TOY FAIR

The annual wholesale toy fair is now open at the Hotel Breslin, New York, where representatives of about thirty prominent manufacturing concerns are showing their offerings to the jobbers and the retailers. Notable among the samples shown are mechanical and educational toys, particularly building sets of one kind or another. The vogue for these playthings is expected to be bigger than ever this year, as is business on all kinds of domestic toys and dolls. American toy manufacturers have a great opportunity this year, it is said, as the dearth of foreign toys, particularly German ones, will be more marked even than in the recent holiday trade and retailers' stocks are generally low. Higher prices will feature many kinds of toys this year, it is said, the various raw materials, ranging from steel to glycerine, having advanced quite sharply.

LOW-PRICED PHONOGRAPHS

Five-dollar phonographs bid fair to become good staples for the bookseller and stationers whose stores almost invariably throughout Canada, include in their stocks such associated lines as novelties, toys, sheet music and musical merchandise. There need be no fear that these cheaper machines will affect the sale of the more expensive and more desirable instruments. For parallel cases consider kodaks or fountain pens. Is it not the case more frequently than otherwise, that the purchaser of a dollar box camera later on becomes the owner of a better camera or kodak and so with fountain pens. There is a great sale for dollar fountain pens, and some of them give the purchasers extraordinary value and service, but sooner or later they want a better fountain pen, perchance a safety, a self-filler, or one with a very large gold nib.

Thus, you see the low-priced articles very often prove to be forerunners of sales of goods of a higher grade. This leads us back to where we began—the five-dollar phonographs, and we say again, it is likely to become a trade fixture. Consequently it will be good business on the part of enterprisng retailers to stock them and strongly push their sales.

ON PRICE MARKING

Dozens of sales are lost every day by not having prices plainly marked on the goods. Many persons, especially men, dislike to look at an article, ask questions about it, and then walk off without buying. The price does not necessarily need to be a bargain; that is not what they are looking for. In fact, most men don't know a bargain when they see it. They want to know if the price is within their means before examining further. It is a common thing to see men walk along the street and glance in the windows until they see one with whatever they need or fancy with prices on, and stop.

Perhaps no other season of the year offers so good opportunity for the sale of merchandise of all description as the Spring. This time of year, with its invigorating atmosphere, seems to put new life into business, as well as into people, with the result that sales in every line are stimulated, and, if the dealer is properly prepared, satisfactory results fail to come about.

Jewelry and Hand Bags

Novelties For Easter and Early Summer—Fewer Fittings in the New Bags

ONE of the most attractive departments in the fancy goods section is that devoted to jewelry. This is always an important Easter line, and manufacturers are now preparing novelties for Easter and for the early summer trade. The outlook is decidedly brighter and a good season is expected. The period of strict economy is over and buyers are looking for a good season on novelties. Fashion too is propitious as styles promise to be more feminine and frivolous and this is bound to create a sale for novelty articles.

Fewer fittings are used in the new bags and this is paving the way for a development in the selling of vanity cases. A new case is so designed that it fulfills all purposes and yet is not in the way. It comes in the form of a 2-inch silver-finished box made the right size to hold a special cake of concentrated face powder. There is a powder puff inside and the highly polished inner lid forms a mirror. The cover of the lid is daintily enameled in a set pattern or in a pretty floral design. The box is attached to a chain which ends with a ring and the article is carried on the finger, leaving the hand free.

In mesh bags the gate top leads with the flexible, fine mesh fulled on to the lid, and the finest meshes are found to be the best sellers. The bag is pointed and at each corner is placed a drop ornament. Sometimes there is a tassel attached with the chain handle on each side.

Pendants and necklets are a big line, and the new pendants come in filagree effect set with very small brilliants and colored stones.

The Advertising Value of the Shop Window

GEORGE Batten, a prominent advertising agency man, on one occasion at a Sphinx Club dinner in New York said: "Possibly the best advertising agents we have to-day are the window-dressers in our stores. A gentleman said to me the other day, it actually made him hungry to go by a certain grocery store."

This little sentence or two from Batten's address is worth a great deal to the merchant who will stop to think just what they mean to him, says "The Merchant's Record." There is no doubt but that the show window is one of the best advertising mediums available to retailers, and there is also no doubt but that the show window will make people want to buy the goods displayed, provided the proper sort of display is placed on exhibition. When you stop to think of the power of the front windows, some of you at least will find it worth while to stop right here, lay down the paper and go out front and have a good, long look at your show windows.

When you get out front, just ask yourself these questions:

Is my store front as a whole, indicative of a prosperous up-to-date, well kept store?

Is my sign fresh and clean, and does it do me credit?

Is the window-glass clean, bright and transparent, or is it so cloudy with dirt, dust and rain-spots as to offend the eye?

Is my window-display made up of tastefully arranged, crowd-compelling bargains, plainly priced, or is grime over everything so that anybody can see the window has not been changed for weeks?

Would I be induced to buy goods here, if this store belonged to somebody else?

By the time you get through asking these questions you will have received a liberal education in the value, or lack of value of your show windows. There is nothing like having a critical mind toward your own business. It keeps you out of a rut and makes you bubble over with enthusiasm for doing bigger, better, more successful things every month in the year.

A Novel Idea

A writer in the "American Stationer," in a recent issue put forth some good suggestions as "trade getters." For instance, he says, that to keep a reliable clock in one corner of a shop window and to keep it set accurately is to get folks into the habit of looking into that window. We all want to know the time a hundred times a day. We will glance at a clock even when we don't really care what time it is. Children and others who do not carry watches learn to know where there is a conveniently placed clock, also do people on the streets in cold weather, too well wrapped up to get at their own timepiece. But the mere placing of the clock there is only a part of the plan. Have it attached to a slate of suitable size to be used as bulletin board. The slate may merely be hung below the clock or the clock may be mounted at the top of the slate. In any event associate them so they will be seen simultaneously. On this slate may be chalked clearly each day, or as often as desired, announcement regarding the store and its new goods.

To Recover Lost Sales

The same writer, referring to the frequent cases even in well-regulated stores when customers call for goods that are out of stock submits that a good way to offset some of this loss of business and some of the detrimental opinion arising from this condition, is to make a practice of sending a note to the customer you disappointed, if the goods come in within a reasonable time, calling attention to the fact that they are now in stock. Such a note might read about as follows:

"Dear Sir:—The other day you called at our store for ..... Unfortunately we were out of it at that time. We have, however, received a fresh supply since and are glad to quote you the following prices on the goods .....

"We will be glad to have you call or telephone if we can serve you in this connection.

"Yours very truly,

....."

Where the customer's name is not known, it will be an easy matter to suggest that if he or she will leave name and address, you will be glad to send notice when the goods come in, and this without incurring any obligation.

Such notes may be written individually, or a form may be printed like the above to be filled in with the customer's name and with the items of stock and their prices.

As to Charity Bazaars

From that he passes on to the consideration of events which are familiar in smaller cities and towns, especially—the charity bazaar. Merchants frequently object to these on the score of interference with regular business. To make these bazaars "business getters" the question is put up to the retail merchant:

"Why not go to the management and offer them an assortment of your goods to retail at from ten to twenty-five dollars in the aggregate, giving them perhaps twenty per cent. discount on what they sell, thus providing them with a chance to make a little more money for themselves, a little for you, and at the same time securing their good will? Any opportunity to gain the good will of the women of your town without expense is certainly worthy of consideration."

MILITARY BOOK ADVERTISING

The Douglas Company of Edmonton, have been doing some good book advertising of late. The writer has before him at present a striking advertisement featuring Military Books. Twelve important titles are listed and below this appears the line "The Latest Training Books received as published," while below the firm name these words appear: "Edmonton's Military Booksellers."

The Religious Tract Society, of London, will not be sending their representative, F. H. Bailey, to Canada this year and have arranged with McClelland, Goodchild & Stewart, Ltd., of Toronto, to represent them and to carry a full range of samples of their publications.

The sale of sporting and outdoor goods should be encouraged, and all dealers should take advantage of the great desire of every one, young and old, to get out of doors. Baseball, golf, cycling, tennis, croquet, and the innumerable other forms of sport offer opportunities for profitable merchandising.

When the Syndicate Enters Your Town

What To Do and How To Do It

IN considering the 5c to 25c business which has been the subject of a series of articles in "Bookseller and Stationer" during the past year, a significant article is reproduced herewith from "The 5 and 10c Magazine." It applies, of course, to the position of the independent five and ten cent store in the United States threatened by Syndicate opposition but is none the less of value to Canadian booksellers and stationers, many of whom are affected by the Woolworth stores. It will be easy to adjust the advice contained in this article to suit the book and stationery business in any Canadian town:—

"I just heard that Woolworth has taken a store room in the Park Building."

When that piece of news is brought home to the small merchant in the small town it invariably results in a chill climbing up his backbone.

This is liable to happen to any one of our merchant readers who for years has been free from this syndicate competition.

Now, while we do not wish it understood that we advocate anticipating or looking for trouble before it really appears, yet "an ounce of prevention is worth a pound of cure" in overcoming this much discussed difficulty in this respective field. Therefore, let us get down to facts and tell our real names. What plans have you made, Mr. Merchant, in case a syndicate stores comes to your town? What are you going to do when you hear the news, get a chill and die of heart failure? Or are you going to prepare by dressing warmer and thus warding off the chill when the time arrives? Let us assist you in this direction. Let us tell you how to dress and prepare yourself to ward off this chill by relating to you the actual experience of two merchants, both of whom were forced to face this very situation.

One merchant was located in a prosperous town of 9,500 people. His five and ten cent store had the advantage of being the only store in this respective town, and, incidentally, building up a business amounting to approximately $30,000 a year, when one day a syndicate store hit the town. The chill hit the merchant and, after many talks with the "family cabinet," he decided at once to close out and go into another town and start all over again. This merchant is there now—fighting all over again, growing with the town, and prospering as he did before, but what is he going to do when the syndicate finally discovers this town, too, is big enough to enter—move again?

Do not for one second get the impression that this merchant lacked the nerve. He is proving this by sticking to his business and beginning the fight all over again that he is now waging in his present location. We only hope that he will decide to stay where he is even if the syndicate does conclude to enter his town.

There was another merchant who opened a store in another town, consisting of 9,300 people, whose annual business amounted to about $25,000. This field, too, was free of competition, and he ran a strictly five and ten cent store. The syndicate leased a store in his town right next door to his. Commotion, excitement, and family conferences resulted, but he stuck. He had been known in that town for over five years. He laid out a plan of action, the first of which was to go to his bank and arrange for a loan of $2,500 to be had if he wanted it. He next looked around and investigated an eastern buying organization, and went to New York, talked matters over with the people in charge, and returned home. He put in merchandise to sell at 25, 50c and $1.00. He ran a 5 and 10c store with a fixed price idea up to $1.00.

He waited for the "lion to devour him." He did not let his competitor worry him one bit, but simply kept a strong line of merchandise the same as the big fellow was showing, and he worked to meet the syndicate manager, at every turn, giving just as good specials as he did, and in fact forced the fight.

The people of the town knew and felt that he was one of them; he never abused their confidence, and at the end of the first year (and the syndicate had been his competitor for five months) his sales amounted to $32,365, while his expenses comparatively remained about the same. His line of 5 and 10c goods was larger than it had ever been before, and his profits were greater. Oh, yes, he never asked the bank for the $2,500—he didn't need it.

If the merchant has been treating his customers right when he does not have competition, has been giving them good honest values, he should not fear competition in a town of eight thousand or over if he is willing to raise his limit of prices to go to 50c or even $1.00. This gives him a field of his own.

The big fellow can't follow him to it, and we want every one of our merchant readers to think this out for himself; to write us for advice, and to consider carefully which merchant was right—he who ran away and fought some other day, or he who stayed and fought right away.

ADVANCE IN INK PRICES

In acknowledging receipt of the new price list issued by the Carter's Ink Co., of Montreal, it is worthy of note to refer to the reasons for advances in prices of inks and adhesives shown in this list. The Carter people point out that the constantly increasing difficulty of securing raw materials, and the exorbitant prices charged for practically everything, made it only a question as to when a general advance should be made.

While colors are most frequently spoken of, other materials all the way from nut-galls and gum arabic to antiseptics and perfumes are almost equally affected, either because in extraordinary demand by war munition factories or because the normal lines of production, shipping and distribution have been disorganized by the war.

It is only fair, of course, under the circumstances, that a reasonable distribution of the increased burden should be made through a corresponding advance of retail prices, and Bookseller and Stationer is informed that the Montreal stationers have already taken such a step. The whole situation is a fresh reminder of the tremendous amount of work which even a 5c bottle of ink will do. As compared with almost any other article of the stationer's stock, it gives big value for the money at any price.

A new feature of the Carter price list which will be specially useful at this time is the column left blank so that the retail price may be written in against each item and its list price as desired. This feature has already proved useful both to buyers and salesmen, but particularly to the latter.

Cardwriting Made Easy

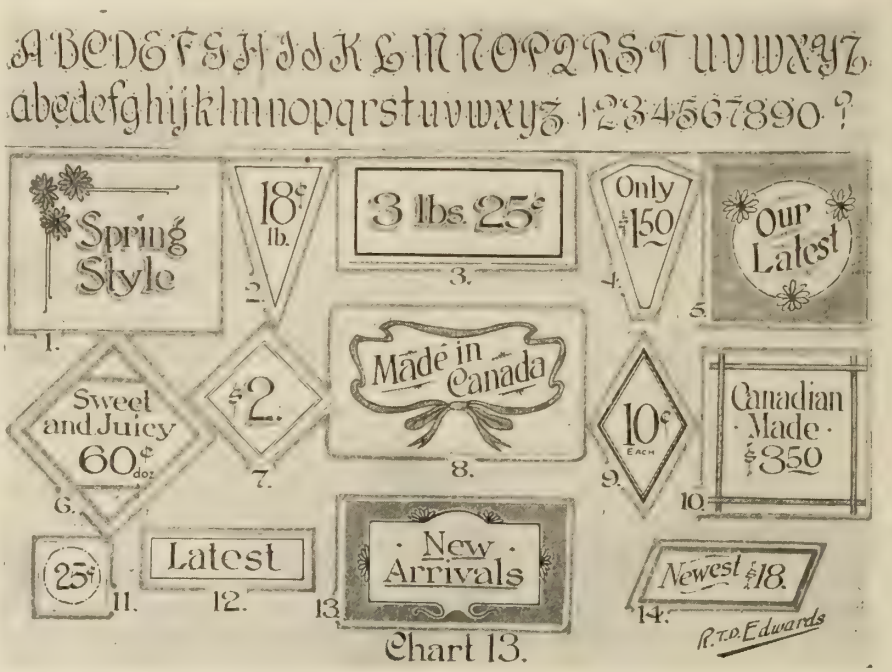
by R.T.D.Edwards

LESSON NO. 14.

MERCHANTS in every line of business are using more show cards now than at any previous time. The value of self-advertising goods is being realized. Appropriate cards and price tickets make merchandise self-selling. They save the clerks' time and the customer can see at a glance that certain articles are selling at such and such prices.

The old idea of using cards only on goods being cleared out at bargain prices is rapidly being discarded and tickets now appear wherever they will draw attention to the merchandise. Suggestion is half the art of selling. Display cards and price tickets always attract, and in attracting suggest. The store with an adequate number of tickets always has the appearance of liveliness.

Appropriateness and neatness go hand in hand or, in other words, they are the essential point to remember when making cards. Whether the card is small or large the same care should be exercised and uniformity should mark every letter. When these few rules are kept in mind the card will doubtless be executed with an appreciable amount of attractiveness.



Instructions for preparing the above cards are given in the accompanying article.

The accompanying samples of show cards were not written altogether with the idea of the merchant copying them, but simply to show the number of letters of certain sizes fit certain sized cardboards. For instance the "V" shaped card would not do for a motor car salesman to use with the following words: "Only $400 for this beautiful automobile." The word automobile would come at the bottom or smallest end of the card. The samples are simply for suggestions, showing the various styles of letters and the way in which they are formed.

In most cases it is well to use the same kind of lettering for all cards and tickets in the store. This is by no means an infallible rule but will prove helpful to the novice card writer. He will learn the strokes of one style of letter quicker than he will the strokes used in more than one style. Besides this it will give the appearance of uniformity.

Round Pen Writing

The round pen is, as explained in a former issue, much easier to handle than a brush for making small letters. With the pen you can obtain either a hair line or a very heavy stroke. This is impossible with the brush. The steel pen will always give a much finer line and will spread according to the artist's desire. In the accompanying chart, No. 13, suggestions will be found for small card suitable for many lines of merchandise. All the letters and numerals used in this chart are of the style upon which instruction was given in the last lesson.

The Cards in Detail

Card No. 1 is 4 inches by 5 inches and has a white background. The lettering is shaded with pale green. The floral decoration in the corner is appropriate for the coming Spring trade. The flowers were drawn with a stub pen. The artistic effect of card could be enhanced by coloring the petals either pale pink or blue, using transparent colors.

The "V" shaped card, No. 2, is one which may be used in nearly any store and is especially useful when the card is required to be stuck into the goods on display. The size of this card is 4 inches long by 2½ inches wide at the top.

Card No. 3 is perhaps a more suitable style for most stores than style No. 2. This card is 2½ inches by 5½ inches. When the letters are shaded with pale grey or

pale green the plainness is eliminated. The heavy ruling around the card is done with the same size pen as used for the lettering.

Card No. 4. This card is similar in shape to card No. 2. The lettering in this case was done with a No. 2 steel nib and the border was done with a stub nib.

Card No. 5, which is 4 inches square, is made on white cardboard. In making this card, first find the exact centre and then with the aid of a compass draw the circle. Next proceed to sketch the flowers with a pencil. After this ink in the flower. Use black waterproof ink for this purpose. This will be best done with the aid of a stub pen. Then finish the circle with the broken line for the flowers. Color the outer background with a heavy opaque pale green color. This must be applied with a brush. Note that a narrow margin is left between the black ink work and the pale green background. Color the petal of the flowers with a delicate shade of pink. The interior of the circle may be used for any lettering or numerals the merchant may desire.

The letters on Card No. 6 were made with a No. 2 nib and the figures with a No. 1 nib. The ruling was executed with a No. 6 brush. This is a 4 inch square card turned cornerwise.

Card No. 7 is a popular style amongst all classes of merchants. It is a square card and like No. 6 it is turned cornerwise. The figures were done with a No. 1 nib and the border was drawn with a fine pointed pen.

Designs after the style of Card No. 8 are first sketched on thin paper and after being perfected are transferred on to the cardboard by means of carbon paper. The outline should be made with black ink using a fairly fine pen. When this is dry fill in with a transparent ink using a color suitable to the display. If the words "Made in Canada" are to be used, a red ribbon will be quite appropriate. This card is 3½ inches by 5½ inches, a size which cuts economically into the full size sheet cardboard.

Card No. 10. The diamond shaped card is always attractive and can be used for many lines of goods. The heavy border on this card was drawn with the same nib used for the figures. The fine inner line was made with a stub pen.

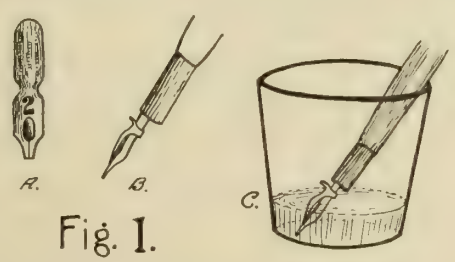


Fig. 1.

A.—Round writing pen. B.—Pen with ink retainer drawn over it ready for use. C.—Pen in water to keep clean.

The border on Card No. 10 was drawn with a stub pen and filled in with red ink. The main point in making this border is to get the effect desired by the overlapping corners. The lettering on the card was done with a No. 2½ nib.

No. 11. This is a card, which may be used in large numbers by the merchant in almost any line of business, is easy one to make. It is simply a square card with the circle first drawn by aid of a compass and then blacked in. The figures are done with a nib. One advantage about these cards is that they can be made in spare time. They always come in useful. The size of the sample is 1¾ inches square.

Cards after the style of No. 12 are considered very attractive. They may be used in many instances where new goods appear for the first time or where slight alterations have been made. They show that the merchant is keeping abreast with the times.

Card No. 13 shows a unique design worked on a pen lettered card. This is drawn after the same method as card No. 5. The background may be colored to suit any display.

The last card in the sample list is an attractive shape, papular amongst some classes of businesses and of late has been used in nearly every line of trade. Its size is 4 inches by 1½ inches. The lettering and figures were executed with a No. 2 pen. The outline or border is usually done with a pen, though the sample was done by means of a brush.

New Style of Letters

Chart No. 13 shows a different style of round writing pen-lettering to that illustrated in the last lesson. This is a much quicker letter to make and is termed "unfinished." The name is perhaps very suitable as there are no spurs or finishing strokes. This letter may not be quite so readable as the former style, but it serves as a good variety.

It is hardly necessary to enter into detailed description of the formation of this alphabet. Follow the directions of the arrows and work the pen from left to right and from top to bottom and there will be little difficulty in mastering the style.

Keep the Pen Clean

Too much cannot be said about the proper care of pens. If the pen is to give satisfaction it must be kept clean. It must be washed with the same care that the brush requires. If the ink is allowed to remain on the pen it will dry and corrode, and in that condition it would not allow the ink to flow properly when next time it is in use.

Figue 1C shows a good method for keeping the pen in working order. Keep an ordinary tumbler with just enough water to cover the lower part of the pen nib. This will prevent the ink in the retainer from drying out. Change the water in the glass often. If the pen nib should become dry or corroded, remove the retainer and wash thoroughly. A light solution of lye and water will be found excellent for this purpose.

"A" shows the round writing pen and "B" shows the pen with the ink retainer drawn over it ready for use. There are eleven sizes in this style of pen. No. 1, 1½, 2 and 2½ will be found the most useful sizes, and will prove a good assortment.

Leather Dolls

The old-fashioned leather doll that wears, and wears and wears, is again in evidence. They are made in the cutest forms that catch the eye and the fancy of the old as well as young. They are hand-colored, waterproof, and the coloring will not come off. They have a wonderful constitution and will stand any amount of hard usage without a murmur—their disposition is perfect.

Thomas Allen left in February for Winnipeg and the West, selling "Just David" and lines of the several publishing houses for which he has taken the Canadian sales representation.

Hamilton, March 5.—H. J. Latimer's bookstore was among the stores damaged by a fire on James Street North.

Wall Paper Styles That Are in General Favor

Strong Preference for Paneling and Strapping—Browns and Tans Are Always Safe Colors—Greys Tone Down Bright Rooms

SPRING is always the big season of renovation in the home—the first few days of bright sunshine show up the bare spots and the shabby places, and turn the thoughts of the careful housewife towards plans for their renewal. Therefore, the spring season is the one of big selling in the Wallpaper department. There is always the element of style to consult, for no matter whether the customer's taste leans to the practical or to the artistic, what is the style in wallpapers is always an influence. It is the business of the salesman to advise so discreetly that these elements are reconciled with the practical. For after all in decorating the walls of the majority of homes suitability comes first.

Browns or Greens

For the average room we can't go very far astray in using brown or green for our ground color. Natures uses these colors profusely in a thousand different tones, and she never makes a discordant color scheme. Neither do her pictures ever become monotonous. With nothing much but the brown of the earth and the green of the trees and the blue of the sky her studies are always new. An individual brush or two of yellow or purple or rose across the sky at sunrise or sunset, a mat of yellow buttercups down by the creek in the spring before the yellow tint of the young shoots has quite left the fields and woods, the quiet brightening of purple asters and goldenrod where the sun slants through the brown woods, the unexpected kindling of scarlet haws and crimson velvet sumachs in the corners of dying pastures, these piquant touches against a quiet background give us a cue for the best decorative schemes.

Take a living-room or dining-room where no precaution is necessary to meet certain requirements of lighting, that is, where the windows are not placed so that the sun pours in glaringly, nor only on the north side so that the room is always dull. These cases need special treatment. For an ordinary, well-lighted room, however, a plain, warm brown paper with a light fawn or cream ceiling, and a frieze of yellow marigolds, or autumn foliage or fruit, gives a natural and well-standing decoration. A cut-out border or conventional design with paneling or a trimmer above the baseboard and down the corners of the room may be used in colors of yellow and brown with purple, or even a rich design in red and gold could be used over the same brown ground. A light fawn paper could be treated in the same way with a border of brown and gold or taking in purple or autumn tints. A bronze green can also be used well with a frieze or border of autumn foliage or fruit or with a trimming involving pale yellow in the design.

Toning Down With Grey

Grey papers are usually reserved to tone down the very bright room. Experiences proves, however, that by brightening up with certain colors like gold and old blue, a soft-toned, grey paper may make not only a most restful but also a very striking decoration. Where grey is to be used for a very bright room, the most sombre shades can be used, and fortunately these do not fade as quickly as the others.

What About Wallpaper Sales?

What are going to do about wallpaper this year, Mr. Dealer? Do you know that in some towns and smaller cities special stores featuring wall paper are springing up.

You, who have some out-of-the-way corner of your book and stationery store or an upstairs, small, and perchance dreary room, in which an occasional customer comes to look over a sample book that too frequently fails to induce her to purchase, why do you not wake up to the possibilities of this branch of your business. The very tone of the foregoing indicates that it is not intended for those dealers who do pay adequate attention to the wallpaper department. Chapple of Galt, the Trebilcocks of Peterborough, and Nelles of Guelph, are book and stationery stores who are successful with wallpaper and will bear out the writer in saying that wallpaper can be made one of the most productive departments of the business.

There is a wide scope for developing business. Hundreds of people in every medium sized town will be buying wallpaper in April and May and the same of course applies to the people in the countryside about those towns.

The bookseller and stationer who is in the wallpaper business in only a half-hearted manner should get out of the rut and open his eyes to the really remarkable opportunities for increasing the profits of his business if he will only apply the same enterprise and intelligence that he directs toward the selling of certain other lines in his store. And listen; some of those lines net a very much smaller margin of profit than is yielded by wallpaper and are not nearly so staple.

"Wallpaper" should be spelled with capital letters in the bookseller and stationer's advertising matter. Put it on a par with "Books" and "Stationery." Make your established widely known as a "Wallpaper Store"—a place where the newest ideas, wide selections and favorable prices are offered.

Wallpapers have for years been associated with books and stationery stores and constitute a department so important and so capable of development that it is hard to understand why it should be neglected by one of these merchants.

That wallpaper does not get a fair chance in every store is only too evident by what is to be seen in certain book and stationery stores.

In later issues of "Bookseller and Stationer," some of these "horrible examples," will be dealt with in greater detail, without mentioning names of course! On the other hand, articles will also be given devoted to the experiences and methods of some booksellers and stationers who have had special success in building up their wallpaper departments. In the case of the latter names will naturally be given, including not only proprietors but also some live-wire salesmen who have thrown themselves whole-heartedly into the work of making the wallpaper business of their employers highly successful.

In these articles, advertising and display ideas, stock-keeping and methods of selling will be set forth, and other dealers will do well to watch for these articles, reading them carefully for the lessons that they will be able to learn affording intrinsic ideas that they may adopt in their own stores.

Meanwhile they should extend every effort toward sharing in the big business in wallpaper that is going to be done in the next few months.

Monthly Record of New Books

Published by Firms Established in Canada

FICTION

Published by William Briggs

Blind Sight, B. Y. Benediall; The Lad with Wings, Berta Ruck; Private Warwick, H. M. Wodson; A Pair of Silk Stockings, Cyril Harcourt.

Published by Cassell & Co.

The Ivory Child, H. Rider Haggard; The Hope of the House, Agnes & Egerton Castle; Dark Rosaleen, M. E. Francis.

Published by Copp, Clark Co., Ltd.

Allward, E. S. Stevens.

Published by Hodder & Stoughton.

The Precipice, Ivan Goncharov; The Long Lane to Happiness, Ruby M. Ayres; The Wilderness, Joseph Hocking; Hyacinth, George A. Birmingham; Benedict Kavanagh, George A. Birmingham.

Published for Macmillan Company of Canada

The Belfry, May Sinclair.

Published by McClelland, Goodchild & Stewart & Co.

Held to Answer, Peter Clark MacFarlane; Mildred Manse, Belle K. Maniates; Mrs. Balfame, Gertrude Atherton; Mr. Marx's Secret, E. Phillips Oppenheim; The Strangers' Wedding, W. L. George; Mr. and Mrs. Pierce, Cameron Mackenzie; Samaritan Mary, Sumner Locke; Drusilla With a Mission, Elizabeth Cooper; John Bogardus, George Agnew Chamberlain; A Rogue by Compulsion, Victor Bridges; The Beasts of Tarzan, Edgar Rice Burroughs; David Penstephen, Richard Price.

Published by The Musson Book Co.

Beating Back, Al. Jennings and Will Irwin; Clipped Wings, Rupert Hughes; Handle with Care, Margaret Turnbull; Life and Gabriella, Ellen Glasgow.

Non-Fiction

Published by William Briggs.

An Englishman in the Russian Ranks, J. Morse.

Published by Cassell & Co.

Life of Lord Strathcona and Mount Royal, Beckles Willson; My Own Past, M. C. Foulkes; Our Fighting Services: and How They Made the Empire, Field Marshall Sir Evelyn Wood, V.C.

Published by Copp, Clark Co.

The Scout Law in Practise, Indian Scout Talks, The Boy Scout of the Black Eagle, Patrol, Canada and the War, The Soliloquy of a Hermit, Every Woman, Experience, Alcott Memoirs.

Published by Hodder & Stoughton

Ancestral Voices, John A. Hutton; From the Triple to the Quadruple Alliance, Dr. E. J. Dillon; The Church in the Fighting Line, Rev. D. P. Winnifrith; Theology in Church, P. T. Forsythe; A Syrian Love Story and Other Sermons, Dr. J. Patterson-Smyth; The Nor' East, W. S. Bruce; My Harvest, Richard Whiteing; City Centres of Early Christianity, R. A. Aytoun; Immorality and The Future, H. R. Macintosh; Self-Educator in Russian, Louis Segal

Published by Macmillan Company of Canada

The Diplomacy of the Great War, A. Bullard; Handbook of Athletic Games, Bancroft and Pulvermacher; John Ferguson (a play), J. G. St. Ervin; The Faith and The War, F. J. Foakes-Jackson; The New Public Health, H. N. Hill; A Life of William Shakespeare, Sir Sidney Lee; Principles and Methods of Municipal Administration, W. H. Munro; The Aftermath of Battle, E. D. Toland.

Published by McClelland, Goodchild & Stewart

Between the Lines, Boyd Cable; The Undying Story, W. D. Newton; Vive La France, Alex Powell; The Soule of the War, Phillip Gibbs; Prussian Memoirs, Poultney Bigelow; The Drama of 354 Days, Hall Caine; The Spirit of France, Owen Johnson; Aunt Sarah and the War, Wilfred Meynell; The World Decision, Robert Herrick; Submarines: Their Mechanism and Operation, Frederick A. Talbot; Aeroplanes and Dirigibles of War, Frederick A. Talbot; Tactical Problems, Lieut–Col. J. Leyland Needham, D.S.O.; Company Training, Brig.-Gen. R. C. Haking; Machine Gun Tactics, Major R. V. K. Applin, D.S.O.; The Mystery of Patience Worth, Casper S. Yost and P. L. P. Curren; Wreckage, J. Hartley Manners; Others, Alfred Kreymborg; Great Russia, Charles Sarolea; Theodore Roosevelt, Hon. Chas. G. Washburn; Modern Auction in Ten Lessons, Grace G. Montgomery; Antwerp to Gallipoli, Arthur Ruhle; A Book Lover's Holidays in the Open, Theodore Roosevelt; By Motor to The Firing Line; Walter Hale; The Manufacture of Ice Cream and Ices, J. H. Frandsen and E. A. Markham; How to Know Your Child, Miriam Finn Scott; The Bowman and Other Legends of the War, Arthur Machen; Sexual Knowledge, Dr. Winfield Scott Hall; Drink and Be Sober, Vance Thompson; Eat and Be Thin, Vance Thompson; Automobile Repairing Made Easy, Victor W. Page, M.E.; Modern Starting, Lighting and Ignition Systems, Victor W. Page, M.E.; Twenty Lessons on Poultry, C. T. Patterson; Boy Scout Diary, 1916; Flags of All Nations.

Published by The Musson Book Co.

Behind the Scenes at the Front, George Adam; The Coming Prince, Sir Robert Anderson; Memories, Lord Redesdale; Forty Years of Spy, Leslie Ward; Over the Front with an Aeroplane, Ralph Pulitzer; Advertising. 1916, Paul T. Cherrington; An Autobiography, A. L. Trudeau; Belgium, Frank Brangwin; Masterpieces of Modern Drama (2 Volumes), John A. Purce.

THE BEST SELLING BOOKS

CANADIAN SUMMARY—Fiction.

1.	Beltane the Smith	Farnol	69
2.	The Lost Prince	Burnett	38
3.	"K"	Rhinehart	31
4.	A Far Country	Churchill	30
5.	Michael O'Halloran	Porter	28
6.	Torchy, Private Secretary	Ford	26

Non-Fiction

1. My Year of the Great War ..... Palmer

Juvenile

1. Volland's Mother Goose.

The Oxford University Press has begun the active development of the educational end of their business and John S. Irwin, who has been identified with the educational book trade in Canada for the past ten years, has been appointed manager of the department. Mr. Irwin has traveled Canada from coast to coast and few men are better known to trade and educational institutions, having to do with the selection of books to be used in the various schools and colleges of the country.

Books of Canadian Interest

New Volumes by Our Own Writers or About Canada —"Canada in Flanders"

AN especially interesting book for Canadians is Sir Max Aitken's "Canada in Flanders." Readers will recall the reference in last month's issue to the coming of this volume. Owing to its relationship to the Empire-building now being carried on by the magnificent efforts of Canada and the other Dominions in helping the Motherland in the great war, this book is bound to create wide interest.



SIR MAX AITKEN

FRENCH CANADIANS AND THE WAR

A fine example of what is being done to educate the people of French descent in Canada as to the causes of the war has made its appearance in pamphlet form, from the pen of the veteran Quebec journalist, Ulric Barthe ("Devant le grand jury des nations," par un ancien journaliste, Quebec, publie par l'auteur. 15 cents). A writer in the New York Times says of this work: "It is a keen and logical analysis in the light of the various White Papers, the Red Books, the Yellow Book, and the Orange Book of the diplomacy which forced the great war on Europe—the Austro-Hungarian rejection of Serbia's reply to the ultimatum of July 23, 1914, Germany's insistence that the matter was a question between Austria and Serbia alone, Russia's determination to defend Serbia if attacked or to submit the matter to arbitration, and the efforts of England and France to demonstrate to Germany that the Austro-Serbian quarrel was not a local matter, since Russia was concerned, but one for adjustment by the Chancelleries of the Powers. All the "papers" and "books" concerned are given in condensed form, with an admirable system of cross references which at once makes accessible to the reader all the material dealing with a given point in the great debate. An illuminating feature of the introduction is the "deadly parallel" between the facts in the case and their proof, as shown by diplomatic documents, confirming beyond any doubt that Germany had prepared for war, desired war, and had used the Austro-Serbian question to make war inevitable."

MISS PICKTHALL'S NOVEL

"Little Hearts," by Miss Pickthall, has the qualities which might have been expected from a poet. It is a romantic story of love and a highwayman who was supposed to be a soldier. The style in which it is written is delicately beautiful, like an old song; and the story is a pretty love story, with that sadness which may be permitted to a first novel. Along with her really remarkable gifts as a poet, Miss Pickthall has always shown herself to be a conscientious student of prose writing. Some of her short stories have been most successful in the qualities of imagination.

"Hunting the World's Biggest Game," is the title of a story in which Arthur Heming tells of a trip made to the whaling fields off the north coast of British Columbia. It appears in MacLean's Magazine with five illustrations in oil which Mr. Heming made to show the story of the capture of a blue whale. Arthur Heming, who won a well-merited reputation for his illustrations of animal stories by Rudyard Kipling, Jack London and Fraser, is perhaps the best interpreter of the wild life of Canada.

"Mountain Wildflowers of America," is a new book just ready. The author is Julia W. Henshaw, who, by the way is just back from France where she superintended the distribution of gifts from Canadians to the Canadian soldiers.

Ruth Kedzie Wood, who last year gave us "The Tourists Maritime Provinces," has a new book out this year called "The Tourists Northwest." It deals with both Canada and the United States but the major portion is devoted to Canada.

Sir Gilbert Parker, whose new novel of modern Canada, The Money Master, was one of the autumn publications, was lately forced by ill health to take a rest and recuperate at Brighton. His health has now improved and he has been able to return to his duties in Parliament.

Frank Packard, the Canadian author who scored so heavy with his "Miracle Man", has written a new novel to appear this month entitled "The Beloved Traitor."

A new volume in the "Peeps at Great Railways Series," by Frederick A. Talbot, author of "Making Good in Canada," "The Making of a Great Canadian Railway" is devoted to the Canadian Pacific Railway.

Harvey J. O'Higgins, the Canadian novelist and playwright, contributes in "Caste in Criticism." a spirited reply to James Stephens' recent strictures on American literature, published in **The Century** under the title, "The Old Woman's Money."

BRIEF NOTES ABOUT BOOKS

Sumner Locke has written a story full of humor entitled "Samaritan Mary" and an enthusiastic admirer after reading it pronounces it to be better than "Martha by the Day."

* * *

Another new Tarzan story by Edgar Rice Burroughs has just been issued under the title of "The Beasts of Tarzan."

* * *

P. G. Wodehouse, the English writer, who has come so prominently to the fore in America of late, is represented among the season's new books with "Uneasy Money."

* * *

Dr. Eugene Christian has written a new book, out this month, entitled "Eat and Be Well."

* * *

Another story has come from George Agnew Chamberlain, author of that creditable novel "Home." The name of the new tale is "John Bogardus."

* * *

A play entitled "Wreckage," by J. Hartley Manners, who scored such a great success with "Peg o' my Heart," is one of the season's notable publications.

* * *

Readers of that delightful novel "The Melting of Molly" will welcome a new book by the same author this season, entitled "The Daredevil."

* * *

"Love in Youth" is a new book by Frank Harris due for April publication.

* * *

An anonymous story called "The Grasp of the Sultan," tells of a Greek girl who dares to defy the Sultan Another chief character in the adventurous episodes recorded is Burton Adams, English tutor to the Imperial princess. It is almost an incredible romance but the author assures us that every character is taken from life and that every detail in background and description is founded upon truth.

* * *

Who does not recall James Lane Allen's "Choir Invisible," The same author has written a book to come next month entitled "The Cathedral Singer."

* * *

"The Little Shepherd of Bargain Row," is suggestive of Torchy in the breezy and bright manner in which the story is told. It deals with a woman who rose from an humble position to the management of a large mercantile establishment, incidentally pulling the business out of the fire for her employer's son.

* * *

A Canadian edition of Willa Sibert Cather's fine American novel "The Song of the Lark," is being brought out this month.

* * *

War interest has evidently created an increased demand for Frank Yeigh's "5,000 Facts About Canada," because this year's edition has had a record sale, the first edition being sold out within three weeks of being issued.

* * *

"Our Miss York," by Edwin Bates Morris, describes the struggle between ambition and love on the part of a woman of strong mentality and charming personality who has dedicated her life to Business. She meets The Man and a real story ensues, with dashes of humor, pathos and romance. A readable tale it is.

HE "SKELPED" INDIANS

Some funny letters come to publishers from persons burning to burst into print. The following especially rich one came to the Copp, Clark Co., from an Alberta town, under date of Jan. 4, 1916. It is reproduced here, showing the exact spelling and punctuation:

what will you give me for a good M S of my life in the west for 7 years fighting Indians and skelping same and Indians killing white imigrants and taken there skelps and taking women and children prisenars and Buffalo Bills Doings while a young man and wild Bill and there Real names and old john Smith and jack gulley and Bill Brannan and old kit carson killing the old gringer, and his son in cross pine cangon and carried there heads in to pir Elita over 50 miles in a guny sack. I am a Eye wittness to all I Give you now my M S I would send will make a Book of 400 pages Now if you should want a M. S of this kind pleas let me know and a Bout what price you would pay answer soon

A new book entitled "Modern Auction Bridge, 1916," by H. T. Clark, has just been published by a New York firm. This is based on the laws which the Whist Club of New York adopted in July, 1915.

* * *

A book of the "recollections" type that will be interesting to people who know the figures mentioned is "In Slums and Society," by James Adderley, London; Fisher Unwin & Co. Mr. Adderley, a dean and an honorable at once—and a well-known gentleman of the cloth in England, writes facilely and graphically of his various experiences, cleric, dramatic, literary and so on. He has a keen insight, and discusses his friends freshly and searchingly. As a diagnostician, dabbling in spiritual and mental types, he is expert and the folk he mentions are revealed in an intimate light. Most of them are still "amang us," and the book therefore, will no doubt create much talk. Here and there, pretty often here-and-there, the author seasons his dish with an anecdote or two; some of them chestnuts, others new and well worth remembering. Anyone interested in English religious and political and dramatic and literary and social men and movements of the last thirty years will find abundance of good things to interest them in "In Slums and Society."

* * *

New Musical Compositions and Books

"The Musical Education of the Child," is the name of an interesting book by Stewart Macpherson, which comes from the London music publishing house of Joseph Williams, Limited. It contains thoughts and suggestions for teachers, parents and schools, and is one of a series of handbooks in music under the editorship of Mr. Macpherson.

From the same publishers come issues of music including "Suite Mignonne," by York Bowen; "English Air With Variations," by A. C. Mackenzie; "Album Leaf," by Frederick Manns; "Sauterelles," by Hilda Dederich; "Two Egyptian Sketches," by Hubert Bath; "Five Country Dances," by Helen Bidder; Lyric Pieces," by Harry Fargeon, and "Valse Impromptu," by Felix Swinstead, all for the pianoforte.

MARDEN'S LATEST BOOK

"The Victorious Attitude," by Orison Swett Marden (Crowell's, New York, presents a series of straight-from-the-shoulder thrusts, but he delivers them with a smile. "Our personal appearance is our show window, where we insert what we have for sale, and we are judged by what we put there," says Dr. Marden, and he does not neglect to drive home the fact that performance must invariably follow promise. "That which man does with his hands is secondary. It is what he does with his brain that counts." Other suggestive chapter heads are: "According to The Faith," "Making Dreams Come True," "Making Yourself a Prosperity Magnet," "The Suggestion of Inferiority," "The Triumph of Health Ideals," and "How to Stay Young." There are sixteen chapters in all, treating the problems of success in a most practical way, as is shown by the two or three chapters on conserving bodily health. The author's well-known ability to illustrate his points with apt quotations and striking anecdotes is shown on every page. Only the most case-hardened pessimist would fail to derive benefit from a sunny, breezy book such as this.

MY FRIEND PHIL

Phil, the little boy in Isabel Peacocke's new book "My Friend Phil" (Chicago: Rand, McNally & Co.), has a question mark following his every sentence and he has a way of winning affection that makes this story a delightful one.

Little Phil plays an important part in bringing to successful issue a love affair, but it is through two serious accidents to the child that the lovers are closely bound together. He has an uncanny way of delving to the secret recesses of man's innocent misunderstandings. His delusions concerning the most everyday happenings, his absolute loyalty to his big friend and sublime confidence in the omnipotence of God to make all things right and just as his little mind had conceived them, furnish irresistibly enticing reading.

THE DAREDEVIL

According to Miss Maria Thompson Daviess, her new novel "The Daredevil," to be published April 20, is "first of all, a striking love adventure, the scenes all being laid in Harpeth Valley" the site of Mrs. Daviess' bungalow in the Tennessee hills. "The heroine is a French countess, a victim of the European war, who comes to America and drifts into the valley. The story reverses the usual order of war romances in that it brings the heroine out of the great war into striking love adventures in Harpeth Valley."

PUBLISHERS' BEST SELLERS

The Copp, Clark Co.'s best selling novels for February were "The Eternal Magdalene," "Persuasive Peggy" and "Rose o' Paradise."

* * *

In non-fiction this concern found the greatest demand to be for "Canadian Soldiers' Manual for French and German," "The Canadian Almanac" and "Pep."

* * *

Hodder & Stoughton report as their books in greatest demand for February: "A Syrian Love Story and Other Sermons," by Dr. J. Paterson Smyth; "J'Accuse," by "A German" and "From the Triple to the Quadruple Alliance," by Dr. E. J. Dillon.

• • •

"Jennie Wren" in the Hamilton Times of Feb. 19, devoted a liberal portion of her space devoted to Literature, to reproducing the selections of the several Canadian authors of the "six greatest novels in the English language" as given in the symposium which was a feature of the January issue of Bookseller and Stationer."

BLIND SIGHT

A novel which has come from Briggs this month is B. Y. Benediall's "Blind Sight." The heroine is blind. She is the daughter of a wealthy and aristocratic family and is a beautiful girl. Some valuable jewels have been stolen and a young clerk is brought to the country house to act as a sort of gentleman detective, to mingle with the other guests and keep a quiet lookout for the thief. He detects the culprit under strange and dramatic circumstances. But this is not a detective story. The young clerk, who lives in a shabby little house in a shabby neighborhood, and supports his mother and sister falls in love with the blind daughter, with all the depth and strength of his whole being. There follows a love story of an unusual kind—very moving, very genuine, rather wonderful. There are people in "Blind Sight" that are not easily forgotten; "Blind Sight" is a story that people will not soon forget.

HARCOURT'S PLAY NOVELIZED

In Cyril Harcourt's book—"A Pair of Silk Stockings," is told the story of the coming of the beautiful Mrs. Molly Thornhill, who came unbidden and unexpected to a house party, finding there her divorced but still loving husband. There are most exciting developments. Thornhill learns of a rival; a burglar is caught in his wife's room, is securely bound with a pair of silk stockings; but disappears. These incidents and how the Thornhill's shattered romance was restored, will be remembered by those who have seen the play of which this is the novelization.

RICH MAN, POOR MAN

Maxmilian Foster, author of "The Whistling Man,' and "Keeping Up Appearances," has written a new novel called "Rich Man, Poor Man," which has just been published by Briggs. The heroine is "Bab," who has lived in a boarding house as the protege of the landlady and of her family history no one knows anything. One of the boarders, keenly interested and anxious to fill his lonely life, makes some investigations, and suddenly springs the announcement to "Bab," that she is the granddaughter of a millionaire. "Bab" eventually faces the problem of deciding whether she shall marry a rich man who loves her or a poor man whom she loves.

WEE MACGREGOR AGAIN

J. J. Bell, of "Wee MacGregor" fame, has written a new booq telling how Wee MacGregor, who is nineteen, joins the Glesca Hielanders and becomes engaged to Christina both on the same day. After that his adventures in love and war run on together, although the latter run more smoothly than the former, until his wound makes Christina forget her anger over Maggie's message and be "engaged" again.

FIGHTING BOOZE.

"I Conquered" by Harold Titus, comes from Rand McNally Co. Danny Lenox and John Barleycorn had been pals for years in fact they had become quite inseparable, till his father having given up all hope of redemption and with patience exhausted, bid said Danny to shift for himself. Danny went out west and how a reformation was brought about is told in this interesting book.

LITERATURE OF THE WAR

FOURTEEN MONTHS AT THE FRONT

Probably the most graphic account of the great war that has yet been written comes from the pen of a twenty-two year old Boston boy, William J. Robinson, who has just returned from France where as dragoon guardsman, despatch rider and motor car driver he served fourteen months under the British flag, and visited every foot of the line the British are holding in France and Belgium.

He modestly tells of his remarkable experiences from the time when he joined the British Army on October 2, 1914, until discharged on account of illness. During that period he carried thousands of despatches along the Allies' front, exposed to German shell fire, on a motorcycle or on horseback; he drove motor cars for many prominent English officers, captured three spies single-handed, participated in both battles of Ypres, Hill 60, Neuve Chapelle, St. Julien, Potijge, Hooge and Loos.

Young Robinson had narrow escapes from shrapnel and shell fire but was never seriously wounded. He depicts the horrors of trench life, the excitement of battle and its gruesome aftermath. He tells of the capture of a fourteen-year-old Belgian boy who was paid six francs ($1.20) each for every British officer he killed. He relates how he drove motor cars through bursting shells and crumbling walls of the city of Ypres, with the streets choked with dead and dying. Out of thirty-one motorcycle despatch riders he was one of four survivors. He praises the brave Canadians who were shot to pieces driving the Germans before them during the second battle for Calais.

In simple, straightforward style, based on his own personal experiences, Billy Robinson portrays the horrors of war, but his dramatic narrative is illumined with bits of humor. As a result of the newspaper publication of some of his exploits this young man was invited to write on various phases of the war for the Atlantic Monthly. The title of the book is "My Fourteen Months at the Front."

POWELL'S NEW BOOK

"Vive La France," by Alexander Powell, the noted war correspondent, author of "Fighting in Flanders," is described by its publishers as the first authentic account to be published in America describing from the point of an eye-witness, the great drive of the Allies in October. Among the other fights described are the battle of Soissons, the fighting on the Aisne, the invasion of Alsace, the battle of Neuve Chapelle, also the underground cities, the poison gas, etc.

Among the notable new war books is Robert Herrick's "The World Decision."

William Roscoe Thayer, noted as the author of "The Life and Letters of John Hay," has written a book entitled "Germany vs. Civilization," which is a burning attack on Germany because of the atrocious war for which Germany is responsible.

Wythe Williams, correspondent in France for the New York Times is the author of "Passed by the Censor," which has introductions by Myron T. Herrick, America's Ambassador to France and ex-Premier Clemenceau, of France. The American and Canadian editions have a map showing the German lines from Switzerland to the sea.

"By motor to the Firing Line," is a new war book out this month, the author being Walter Hale.

"Antwerp to Gallipoli," by Arthur Ruhl, is a new war book, the author being an American newspaper correspondent.

AN INCENTIVE FOR ENLISTING

An announcement of interest from London is the early publication of an English translation of that notable book, "Hindenburg's March into London," which is selling in Germany in millions, and is arousing immense enthusiasm. The English translation should be read by everyone, for it lays bare, as no other German book has done, the real mind of the German people. There is no mistaking the grim relish of the author in describing the thoroughness with which Britain is made to feel the worst horrors of war. "Repeat the lesson of Louvain" is the order of the German Commander. "In this connection," says the English "Bookseller," "it should always be remembered that the book is far and away the most popular of the season in Germany. No better incentive for enlisting has appeared, and if, as it most assuredly will do, it steels the nation to even greater determination and sacrifice, no one will have done Germany a greater disservice than the author of "Hindenburg's March into London."

ON THE AGONY OF WAR

"A French Woman's Notes on the War," by Claire de Platz, comes from Constable's of London. This book dwells on the calamitous bewilderment and the depth and intensity of present emotions which will communicate to future generations the tragic sense and meaning of the conflict, for the people alive to-day experiencing every moment of war's agony, can fully fathom its depths. "Those generations who come later," the author submits, "will alone be able to elucidate, examine, and to appreciate, those events which now so dominate us that they confuse our judgment and altar the very quality of our vision."

THOUSANDS OF WAR BOOKS

To give an idea of the number of books on the war published the last year and a half, an exhibition of such books was recently held in London. After carefully sifting the chaff from the wheat two thousand volumes by English, French and American authors were listed. And according to the Library Association of Great Britain German presses have turned out 6,500 volumes on the war during the same period.

THE WAR AND THE CHRISTIAN

A book of religious import which contributes much that is of value on the attitude of the Christian to military preparedness is John Walker Powell's "What is a Christian?" One of Dr. Powell's chapters deals with the Christian and the war. His discussion of this problem is along three lines: First, Can a Christian consistently engage in war even in obedience to his country's demand?; Second, Can war be defended in any respect as a means of settling international disputes without coming into direct conflict with the spirit and teaching of Jesus?; and Third, Can war be abolished? On each of these subjects Dr.

Powell has much to say that is pertinent and of very general interest.

The reading of a book entitled "Heinrich Treitzke," recently issued in an English translation from the German of Torben de Bille, will contribute not a little to an understanding of the German mind.

IAN HAY'S GREAT BOOK

Regarding "The First Hundred Thousand" the publishers of the Canadian edition, William Briggs, say: "Not since "David Harum" have we had such large orders sent in to us prior to giving the trade notice of its publication. The trade seems to have heard of it as if by magic."

A TORONTONIAN'S WAR BOOK

From Briggs comes a copy of "Private Warwick" by H. M. Wodson, a Toronto newspaper man. This is a little volume published in a 25c edition, but it is big with human interest, far more interesting and meritorious than many volumes much more pretentious and elaborately bound. This is a book of the variety that spreads interest by word of mouth recommendations from one reader to another and it will not be surprising to learn that the demand for it will ultimately bring forth a more expensive edition, cloth bound.

LOVE AND WAR INTEREST

Ethel M. Dell will be represented in March publications with "The Bars of Iron," which is described by the publishers as being undoubtedly, her best since "The Way of An Eagle," It has a two-fold interest. The hero is not accepted by his sweetheart until he proves his worth by enlisting and going to the front, which he does, and returns safely later. It touches sufficiently on the war to give added interest of a most timely nature.

WAR'S EFFECT ON FRENCH PEOPLE

From Constable's, the London publishers, comes a copy of their recent publication "A Frenchwoman's Notes on the War," which is a book of nearly 300 pages, the principal theme of which is the effect of the war upon the people of France. Mademoiselle Claire de Pratz is the authoress. She describes from personal observation the disturbance brought into the lives of the village folk of Brittany by the order of mobilization, and how wonderfully the spirit of the people rose equal to the necessity for sacrifice. Then the change in the life of Paris when she returned to that city, the seriousness and mutual service in the place of gaiety and ease, and union in one high and patriotic purpose in the place of clashing discords of party.

GEORGE CALDERON MISSING

A promising young writer reported "missing" in the Dardanelles campaign was George Calderon, the English poet and Slavonic scholar. One of his notable literary contributions was a translation of the "Reminiscences of Tolstoy," by Count Ilya Tolstoy. He held a commission in the Oxford and Bucks Light Infantry, was wounded in the first battle of Ypres and went to the Dardanelles last May.

DEATH OF COL. MACPHERSON

Col. J. Pennington Macpherson died at Ottawa on Feb. 9th.

Col. Macpherson, who was a nephew of the late Sir John Macdonald, was born in Kingston, May 29, 1839, and was admitted to the bar in 1861, practicing at Cobourg and Ottawa. He was the author of a "Life of Sir John A. Macdonald."

AUTHORS AT THE FRONT

A decidly unique patriotic volume is "The Times Red Cross Story Book". It contains eighteen short stories, all of them by authors who are now serving at the front in his Majesty's forces and in the list are the names of several writers whose fame is world-wide. That writer of breezy romance Sir Arthur T. Quiller-Couch, now serving with the Duke of Cornwall's Light Infantry, contributes "The Fight for the Garden," and another equally well-known romancer, A. E. W. Mason, of the Manchester Regiment, is represented by "Dimoussi and the Pistol." Barry Pain has been writing entertaining fiction for so long that it will surprise many persons who read his clever "Playthings and Parodies," more than a dozen years ago to learn that he is now in the Royal Naval Air Service. Two of the brilliant modern realists, who have contributed to the book are Compton Mackenzie, now in the Royal Navy, and W. B. Maxwell, with the Royal Fusiliers. Two well-known Canadians have given stories for the little volume. Theodore Goodridge Roberts, who crossed the Atlantic with the Canadian expeditionary force, has written a tale of the Indians, "The Veil of Flying Water," and last in order, though not least in quality, in the book, is "The Face in the Hop Vines," by Charles G. D. Roberts, who is with the King's Liverpool Regiment. Oliver Onions, who works with the Army Service Corps is another widely known name. The less famous contributors are: A. A. Milne, Royal Warwick Regiment; Ian Hay, Argyll and Sutherland Highlanders; Martin Swayne, Royal Army Medical Corps; Albert Kinross, Army Ser-Naval Air Service; R. Austin Freeman, Royal Army Medical Corps; Warwick Deeping, Royal Army Medical Corps; Albert Kinros, Army Service Corps; Desmond Coke, Royal North Lancashire Regiment, and Ralph Stock, Artists' Corps. The money raised by this book of short stories will go to the British Red Cross Society.

BOOKS OF WAR INTEREST

A presentation of one of the most important questions of civilization, based on a careful study of the prevalence of war in Europe since 1450 is Frederick Wood's Adams and Alexander Boltzly's book "Is War Diminishing?"

Walter Wood is the editor of "Soldiers' Stories of the War," with twenty full-page illustrations, which present stories of the present war as told by British soldiers. A number of them touch on the truth of the atrocity charges, and, taken altogether, they form, in their narrator's own words, a record of the first part of this great struggle.

"A Surgeon in Khaki" is the name of a meritorious book by Dr. Martin, a New Zealander, who joined the Royal Army Medical corps and has been at the front in Flanders. In this volume he gives his own experience and impressions.

A most interesting magazine and also a valuable disseminator of information, principally dealing with the Great War, is "Current History." The magazine's own editorials are short, pithy and sensible, and they are pro-Ally, although they are not blind to the mistakes that have been committed. Cartoons from the warring countries add a zest to the solid fare.

Readers' Guide to the Magazines

Best Stories of the Month—Features That Are Good and Some That Aren't

Speaking of covers. Every magazine reader is familiar with the ordinary girl cover—the hectic-flushed flapper, the almond-eyed sorceress, or the simple, simpering beauty; likewise all are familiar with the gorgeous-tinted Max Parrish cover and the disjointed, rarebit-dream Vanity Fair cover. But . . . Now comes a new type. It's a girl out of the Arabian Nights who has been robbed of most of her clothes in the course of an aerial flight through green-black air. Such clothes as she still keeps about her would make Benjamin's cloak look like the garb of a sad, sober curate. It appears on the Metropolitan too. The Metropolitan, alas, was once a fairly staid, stay-in-at-nights sort of magazine with plenty of good reading. Is it aiming to out-vanity Vanity Fair?

* * *

Scriber's as usual has a couple of every excellent stories. "Kerfol" by Edith Wharton, is a weird, gripping story told with all the writer's genius and a most remarkable degree of repression. It does not attempt to embroider a theme sufficient in itself to thrill one to the very morrow of one's bones with a Poesque setting. "The Silent Infare," by Armistead C. Gordon, is a dialect story with a quaint southern-darky humor. The Red Book is starting a new series of Mississippi River yarns by Opie Read and the first "Black Hawk" is interesting if only for the writer's success in spreading the glamor of that romantic period of the river steamer over a tolerably hackneyed train of incident. Everybody's offers an exceptionally appealing story in "Our Square"—the narrative of a rich profligate who spends a period of probation in the cab of a road roller and a society girl who goes to the near-slums to model clay figures. "The Bride to-be" by Booth Tarkington in the Metropolitan is worth reading. It is the last of a series and about the only one of the lot to which this mild word of praise can be attached.

* * *

And then on the other hand. George Randolph Chester has a story "The Wild Man of Borneo," in Hearst's. He has written some fiction in his time that was, to speak alliteratively, piffling, puerile and—er, punk; but this—this—well, this is worse than that. Don't read it. And, lingering among the don'ts, one feels in duty bound to mention "A Birdie in the House," by Fannie Hurst in the Metropolitan. It is an Abe-and-Mawruss imitation, than which there is nothing worse. Absolutely nothing. Also one feels impelled to suggest that anyone reading "Mandolin Lin," by Phyllis Wyatt Brown in Everybody's might better employ the time studying Cubist art. There are plenty of others, of course, but space, does not permit of detailed expatiation on the lamentable fact that short story writers will give us clothing salesmen and stock speculators and divorcees when we have an unsatisfied longing for sailor men, pirates, miners and explorers.

* * *

Are all the magazines coming to the large size? American, Metropolitan, MacLean's, McClure's. Hearst's have all changed over. And now must be added Cosmopolitan and Good Housekeeping; which are to make the change this summer. Many magazine readers profess a strong preference for the standard size but the undoubted success of the publications which have gone over to the new form seems to point to the fact that the large magazine is winning favor. There are many points in favor of the large sheet. It lends itself to superb illustrating and a variety of make-up impossible in the standard size. Old copies of Hearsts and McClure's look drab and commonplace compared with the almost flamboyant brilliance of those two publications now.

* * *

Kathleen Norris is coming to the front with a rush. With one serial nicely under way in the Pictorial Review and another "One Hundred Per Cent.," just starting in Everybody's and a few short stories—say, four or five a month—scattered around promiscuously, this comparatively new writer bids fair to monopolize the magazine field.

* * *

An interesting development is taking place in the American. It is running strongly of recent issues to articles that deal with either one or two topics, the Home or the Dollar. It bulges with interesting facts about "Habits of successful business men," "Making money in the Home," "How I cured myself of chronic colds," etc. Certainly this leaning to the practical business end of things is a commednable one. The personal testimony article helped the Ladies Home Journal and Edward W. Bok to the lofty pedestal they now occupy; but one doubts if the American will get as far with this direct method of teaching as, say, the Saturday Evening Post has gone with its business pills palatably offered with the sugar-coating of fiction.

* * *

That birds are not such good weather-prophets as they are generally believed to be is one of the assertions of Frank M. Chapman, the well-known ornithologist, in the March instalment of the series of article on "Birds as Travelers," which he is running in St. Nicholas. Birds make as serious miscalculations as the rest of us, according to Mr. Chapman. "Sometimes," he says, "encouraged by an unusually mild period, birds come so far ahead of their usual time that they are trapped by the sudden return of cold weather. Then, if they do not retreat, they may suffer for lack of food. I have seen geese on the coast of Texas migrating northward in large numbers urged onward by a warm wave. The next day, to my surprise, they all came flying back. But the day following that, a severe "norther" suddenly arrived. The geese had evidently encountered this storm and were driven back by it."

A MAGAZINE INDEX

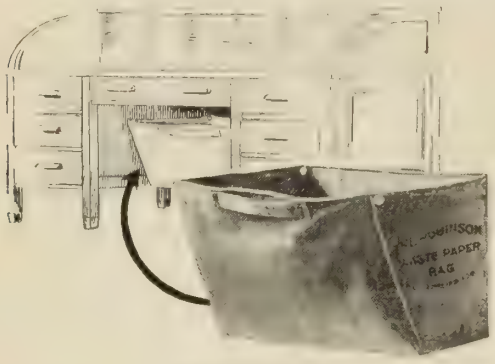
"The Athenaeum," of England, is now being issued monthly instead of weekly. One of the new departures of the publishers of this periodical is the issuance of a Subject Index of Periodicals.

The new index is undertaken at the request of the Council of the Library Association, and the volume for 1915 will comprise not less than 10,000 entries selected from over 350 English, American, and Continental publications issued between January and December, 1915. The Index is based upon the alphabetical subject headings of the Library of Congress now under revision, modified to suit English practice and considerably extended. The Annual Volume for 1915 is to be preceded by the publication of a series of Class Lists dealing with twelve separate subjects, which are to be issued as rapidly as possible between November 1st, 1915, and February, 1916. The third issue of the series deals with articles on "The European War; its Economic, Political and Military History."

New Goods Described and Illustrated

WASTE PAPER BAG

The Robinson Waste Bag is a new item for stationers that is both novel and meritorious. It may be attached to the desk thus hanging out of the way and, of course,



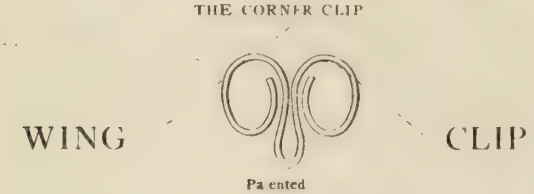
A Waste Paper Bag.

cannot tip over as waste paper baskets do so frequently. It is made of heavy army duck and the makers declare that it will last a life time.

* * *

THE WING CLIP

The wing clip is a new item introduced by Brown Bros., and is illustrated herewith. Advantages claimed

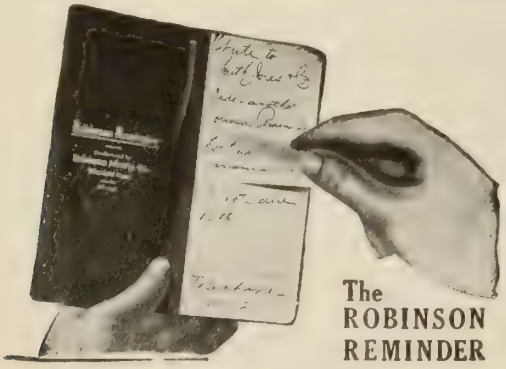


for it are that there are no points to catch, is reversible, can be attached to corner, top or side and holds two to forty sheets securely.

* * *

WALLET AND NOTEBOOK

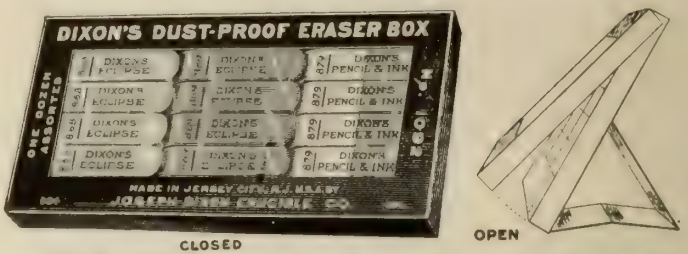
A new office device known as the Robinson reminder is a combination wallet and notebook. It consists of a perforated pad of coupoued sheets, enclosed in a leather case



with pocket for holding special papers. When the coupons have all been used a new pad can be inserted in an instant's time.

NEW TRANSFER CASES.

A new series of All Wood Vertical Transfer Storage Cases has been brought out by the Globe Wernicke Co., of Stratford. The front and sides have framed in panels.



This illustrates the neat display cabinet for erasers introduced by the Dixon Crucible Co. This case has a transparent cover which makes it dustproof. The other illustration shows how the cabinet may be set in a conspicuous place to get maximum display.

The drawers are mounted on polished steel slides, which permits them to glide smoothly. There are three sizes—Bill, Letter, and Cap, additional equipment being Base, Rod, and Follower.

* * *

TWO NEW PICTURES

From S. Hildesheimer & Co., Ltd., Bookseller and Stationer is in receipt of copies of two pictures: "LIMPETS," by L. P. Pearce, which is enjoying an enormous sale in the United Kingdom and "THE DOUBLE SACRIFICE" (His life—her all)—a war picture which is being extensively shown by stationers and art dealers in Britain. Assurance is given that this firm is entirely British managed and that the whole of the capital with the exception of about one thousand dollars is held in Great Britain or France. The business has been established nearly fifty years.

* * *

LISTS RECEIVED

"Has it ever occurred to you what the trade would lose if the penny real photo postcard ceased to exist?" That question occupies the first page of Philip G. Hunt's latest list which comes to "Bookseller and Stationer" together with an interesting series of specimen cards turned out at the Hunt works. That question is brought home all the more forcibly by reason of the present postcard situation in this country brought about by the postcard tax, which may the powers that be in their wisdom remove, and Canadian dealers consequently know only too well what a serious curtailment of the postcard trade would mean.

* * *

From Curtis & Cameron of Boston, Mass., comes a 132 page illustrated list presenting miniature reproductions of the Copley Prints and Etchings. These prints are reproductions of good art as exhibited in the Boston Public Library, the Metropolitan Museum, New York and various private galleries and public collections. The sizes of the prints vary from 5 x 7 to 16 x 20 inches. This catalog is itself well worth while possessing because of its meritorious miniature reproductions in photo tone.

WELDON ROBERTS RUBBER ERASERS

We manufacture the *finest quality* rubber erasers for all uses.

Circular Typewriter Erasers	School Erasers	Gum Cleaners
Oblong Typewriter Erasers	Artists' Erasers	Metal Polishers
Draughtsmen's Erasers	Office Erasers	Etc., Etc.

All styles and sizes of white, red and green rubbers. Write for samples and illustrated list.

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

Do You Sell Superfine Linen Record Note Paper and Envelopes?



The Watermark of Quality

Have you ever had the experience of having a discriminating customer insist on something distinctive in correspondence paper and of being at a loss to meet exactly the requirements of this customer?

Of course you have, and so has every other stationer, but some of them have remedied this lack and are now able to satisfy with eminent satisfaction the demand for WRITING PAPER FOR GENTLEMEN by selling the special size in **Superfine Linen Record** put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

DIXON'S ELDORADO

OFFER "the master drawing pencil" to your particular trade—to the draughtsmen, engineers and others who appreciate the difference between just "a pencil" and

DIXON'S ELDORADO
"the master drawing pencil"

Write for testing samples and folder No. 88-J.

Made in Jersey City, N.J., by the JOSEPH DIXON CRUCIBLE COMPANY

J-81



BADGERETTE ALBUMS

Made "Right" in Canada!

There's no limit to the number of pictures in a Badgerette Album. It's like a street-car—when it's packed to the limit there's always room for a few more.

Flexible leather covers in seven styles of binding.

Open back, with silk cord fastener.

Fifty leaves, with unlimited expansive capacity.

Word "Photographs" in genuine gold leaf, on cover, if desired.

A "Cut-to-the-Bone" Bargain Offer Up to APRIL 15th ONLY

This List at these Prices

6—	No. 20— 5 x 8 at .75	$ 4.50
12—	" 23— 7 x 10 at .94	11.28
6—	" 27—10 x 12 at 1.25	7.50
6—	" 30— 5 x 8 at .88	5.28
6—	" 33— 7 x 10 at 1.06	6.36
3—	" 37—10 x 12 at 1.56	4.68
2—	" 43— 7 x 10 at 1.81	3.62
2—	" 83— 7 x 10 at 2.19	4.38
	Regular List Price	$47.60
	Offered till April 1st at	$25.00

YOUR PROFIT - - - - $22.60

THE "BADGER" LINE OF LOOSE-LEAF DEVICES

THE HEINN COMPANY, Walkerville, Ont.



The Stirring Story of Canada's Greatest Year

5,000

Facts About Canada

THE 1916 EDITION

is selling like hot cakes. First run called for in three weeks.

Praised by 300 Canadian papers.

An invaluable cyclopedia of everything pertaining to Canada's commerce, growth, agriculture, area, railways, banking, education, transportation, etc. Special chapter of Canadian War Facts. Outline maps of Canada for three centuries.

Compiled by FRANK YEIGH

Order at once from your News Company or from

THE CANADIAN FACTS PUBLISHING CO.

588 Huron Street **Toronto, Canada**

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

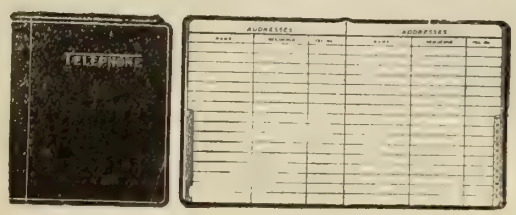
Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.

Feature this trouble saver and big sales will follow



Boorum & Pease Co.

Makers of "Standard" Blank Books and Loose-Leaf Devices

Home Offices: Front St. and Hudson Ave. Brooklyn, N.Y.

Factories: Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS: 109-111 Leonard St., New York. Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Ltd., Toronto, Canada; McFarlane, Son & Hodgson, Ltd., Montreal, Canada.

Every telephone user will appreciate the many time and temper-saving features of the handy

Telephone Address Book.

Its use eliminates that annoying directory searching, so distasteful to the busy office man. The telephone numbers are readily found in alphabetically indexed pages.

Durably bound, plain edges, and stamped on front cover in Gilt "Telephone."

Size of book outside, 5" x 6", 60 leaves. Half dozen in box. List price $6.00 per dozen.

Liberal discount to the trade.



MAKE FOUNTAIN PEN PROFITS WITH the Pen with the Magic Button

Simple, Satisfactory. Material and workmanship absolutely guaranteed.

THE "A.A." FOUNTAIN PEN

always ready for service.

DIP IN THE INK, TWIST THE BUTTON, IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower-end joint, middle joint, and safety Fountain pens. Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
22 THAMES ST. NEW YORK

Not connected with the L. E. Waterman Co.

Announcement

NEW SALESROOM

To the Trade:

Recognizing the "UP-TOWN TREND" of business in our line, we are pleased to announce that our samples for 1916 will be displayed on and after February 15, at our New Salesroom No. 201, American Woolen Co. Building, corner of Fourth Avenue and Eighteenth Street, New York City. OUR OFFICE AND FACTORY WILL REMAIN AT 541-547 PEARL STREET, WHERE OUR STOCK WILL BE CARRIED AND GOODS SHIPPED.

PLEASE ADDRESS ALL CORRESPONDENCE TO OUR OFFICE.

We have been makers for 67 years of Stationers' Specialties, Albums—Autograph, Photo-mounting, Post Card, etc.—Invoice and Scrap Books, School Supplies, etc.

W. C. Horn, Bro., & Co.

ESTABLISHED 1849



No. 358—1-oz. Cylinder

Carter's Quality Liquid India Inks

are Popular with Architects, Draughtsmen and Artists. Improved bottle and wiper. Made in the following colors:

WATERPROOF

Black, blue, indigo blue, carmine, vermilion, scarlet, brick red, orange, yellow, green, brown, seal brown and violet.

THE CARTER'S INK CO.

356 ST. ANTOINE ST. MONTREAL, QUE.



CABINET PENCILS

must be all that we claim for them, for if otherwise, our sales barometer would not indicate such a steadily increasing demand for this ever-popular pencil. Dixon's Cabinet Pencils afford a good profit to you and assure your customers of

"A Quality Pencil at Medium Price"

Made in Jersey City, N.J., by the

Joseph Dixon Crucible Co.

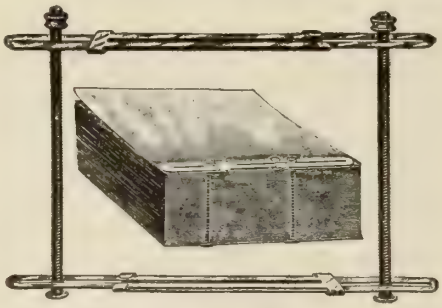
Canadian Selling Agents

A. R. MacDOUGALL & CO., Limited

266-8 King Street West Toronto, Ontario

P.S. We almost forgot to ask you to write for catalog No. 88-J.

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"

(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

SPENCERIAN STEEL·PENS

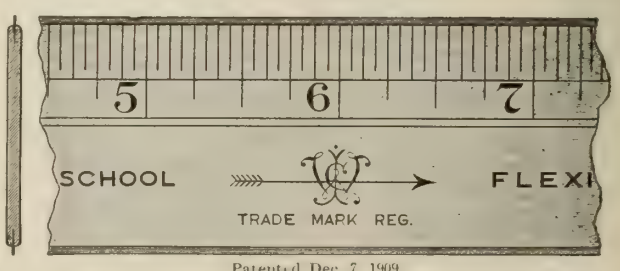
Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.

NEW YORK, U.S.A.



Patented Dec 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other.

You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

RULER MAKERS EXCLUSIVELY

About Miss Mattie Morning-glory

By Lilian Bell. This is Miss Bell's masterpiece. If you enjoy a sweet, wholesome, clean love-story you should read about Miss Mattie, the Little Milliner and her neighbors. The characters are new, unique and drawn true to life. Miss Mattie's simplicity, bigness of heart, unconscious unselfishness and her faith in Love and Truth will endear her to your heart.

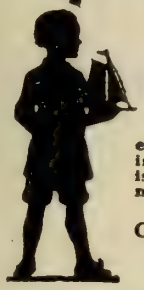
A book you should not miss. Get a copy today and you will enjoy the literary sensation of the year. Net $1.35

"—I Conquered"

By Harold Titus. A real, live, gripping story of the plains, teeming with life, love and action.

The story of a wonderful horse, a manly man, and a sweet, adorable young woman, which you should read today. Net $1.25.

My Friend Phil



By Isabel M. Peacocke.

Little Phil deserves a place alongside of Peter Pan and Davy Copperfield. Here is a new fictional character whose story is entrancing. His bringing together two lovers is a story you should not miss. Net $1.25.

Order from your local bookseller or direct to

RAND McNALLY & CO.
Publishers Chicago, Ill.

Canadian Representative
THOMAS ALLEN
219 Victoria Street - Toronto

KINDLY MENTION THIS PAPER WHEN ANSWERING ADVERTISEMENTS.

TOYS AND FANCY GOODS



SEE OUR IMPORT DISPLAY

Commencing March 15th

Full line of Dominion Toy Dolls—Canadian-made Platforms and Rocking Horses—Canadian-made Child's Furniture and many other lines of Canadian Toys. All lines of Steel Constructional Toys previously handled and American Model Builder in addition.

All the latest toys and novelties from American and Japanese markets.

Complete line of Fancy Goods—Brass Goods—Leather Goods—Toilet Goods—Trays, etc.

Arrange Early Appointment

THE FANCY GOODS COMPANY OF CANADA, LIMITED

458-464 KING STREET WEST TORONTO, ONT.

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic

Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



He is SO Happy Modelling with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odourless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Write Us for Samples and Particulars TO-DAY

MODELLIT MFG. CO., 19 Brunswick St., Bristol, England

Telegrams: "Modellit, Bristol," England



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street NEW YORK

PATRIOTIC SONGS

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. 75,000 copies sold - - - - - - - - - - 15c

By Order of the King. A new song by the same composers. 10,000 sold - - - - - - - - 15c

I'll Not Forget You, Soldier Boy. A very popular new song - - - - - - - - - - 15c

Our Own Canadian Boys - - - - - - - - 15c

Soldiers of the King - - - - - - - - 15c

Call of the Motherland - - - - - - - - 15c

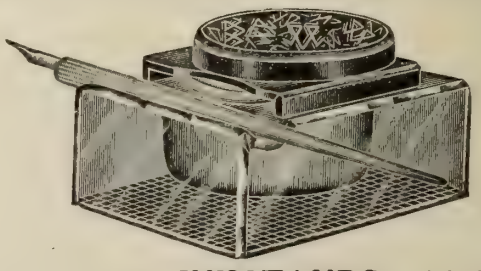
There's a Fight Going On—Are You in It? New - 15c

You Bet Your Life, We All Will Go. New - - 15c

These songs will appeal to the popular trade. Good profit to dealers.

ANGLO-CANADIAN MUSIC CO.

144 VICTORIA STREET TORONTO, ONTARIO



Paragon Line of **INKSTANDS**, with Slide Covers, in great variety.

Manufactured by

Frank A. Weeks Mfg. Co., 93 John St., New York

Can also be had through any Canadian Jobber

MINIAFONE

A Miniature Phonograph that is

Spring Motor Driven
Has Speed Regulator

Wholesale Price - - $1.75

A wonderful little novelty at a wonderful little price. Plays "Little Wonder" Records. The Speed Regulator is a special feature on a machine at this low price.

Box is made of Fibre Imitation Oak, very strong. Each is packed complete in corrugated carton and twelve pieces in crate. Net Wholesale Price **$1.75 each.**

Sample will be sent upon request.

THE STROBEL & WILKEN CO.

61-65 WEST 23rd ST. NEW YORK CITY

CHICAGO, 325 West Adams

Plays LITTLE WONDER Records

3⅝ in. High.
6¾ in Wide
8¼ in. Deep



THE WASHBURNE "O.K." PAPER FASTENERS



THREE SIZES



No 0B No 1B No 2B

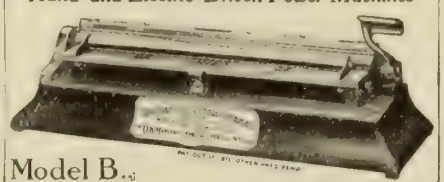
The Washburne "O.K." Paper Fasteners are **easily put on** or taken off with the thumb and finger; can be used repeatedly and *"they always work."* Brass in brass boxes of 100 fasteners each. **Holds with a Sleeve Protected Point that Pierces**

Attractive, Compact, Strong, no slipping — never!!

On in a flash — "Bull Dog" grip

THE RIES "O.K." LETTER OPENER

75% Time Saved — Handy — Easy to Operate
No Adjustments — Always in Order
Guaranteed Two Years
Hand and Electric Driven Power Machines



Model B.

The Ries "O.K." Letter Opener has the advantage of few parts. It removes only ten one thousandths of an inch from the envelope, therefore, the liability of cutting enclosures is virtually impossible. Made in 3 sizes, each size adapted to easy handling for desk use, average weight 6 lbs.

THE SANITARY "O.K." ERASERS

The Most Practical Erasers for Everybody



The Sanitary "O.K." Eraser includes an **Adjustable Metal Holder** which keeps Rubber **Clean, Firm and Keen-edged;** *works better and lasts longer.* Two Rubbers are made, one for Typewriter and Ink, one for Pencil. **By slight pressure clean Rubber is fed down until used;** its narrow edge allows a letter or a line to be erased without injuring another.

GOLD MEDAL AWARDS! PANAMA-PACIFIC INTERNATIONAL EXPOSITION

These products wherever shown, receive the highest endorsement whether at expositions or in the offices of business men.

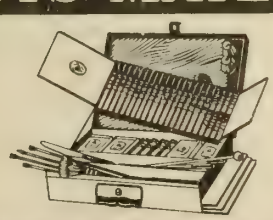
"O.K." Products are high grade and universal sellers—We control all patent rights.

Full particulars, illustrative and descriptive literature on request. *Liberal Discounts*

O.K. TRADE MARK REG. U.S. PAT. OFFICE

THE O. K. MFG. CO., SYRACUSE, N.Y., U.S.A. SOLE MAKERS

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

HOLD THE LINE

(Registered)



Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer. Write us for samples and prices.

MONARCH PAPER CO., Limited

Manufacturers 419 King St. W., Toronto

Packard BROTHERS.

MANUFACTURERS OF

Die Stamped and Engraved Greeting Cards

329 Craig Street West

MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.

CHICAGO ∴ NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

German, French, Spanish and Italian Grammars

of the

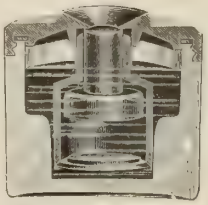
Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.

Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Made in America. Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.

200 Stroh Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

ERASERS.

Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET ∴ NEW YORK

Standard Commercial Works

CANADIAN CUSTOMS TARIFF HAND BOOK. Enlarged and revised to date. .....Price, $1.00

MATTE'S INTEREST TABLES at 4 to 10 per cent. .....Price, $3.00

MATTE'S INTEREST TABLES at 3 per cent. .....Price, $3.00

HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent. .....Price, $5.00

HUGHES' SUPPLEMENTARY INTEREST TABLES .....Price, $2.00

HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, $1.00

HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.....Price, $1.00

BUCHAN'S STERLING EXCHANGE TABLES .....Price, $4.00

BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, $4.00

BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advance .....Price, $2.00

IMPORT COSTS. A new Advance Table .....Price, $1.50

THE IMPORTER'S GUIDE. Advance Tables .....Price, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West ∴ MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

BUYERS' GUIDE

Red Rubber Bands

Give Better Satisfaction to Your Customers.

There is a big demand for these amongst Druggists and General Offices. We can quote you Prices that will enable you to control this business in your town.

Samples on request.

BOGUE BROS. & HENRY, LIMITED
Unity Building, Montreal

AGENTS WANTED

American Adding Machine



Adds, subtracts, multiplies. Sells at $45.00.

Write for Terms

BOGUE BROS. & HENRY, LIMITED
Unity Building, Montreal

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
D.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by
THE MORDEN MFG. CORPORATION
Waterbury, Conn.

STANDARD COMMERCIAL PUBLICATIONS.

rton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

TICKET and CONDUCTOR PUNCHES



THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

BRITISH FIRM OF BOOK PUBLISHERS gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to cooperate. Write: Books, care of Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET



THAT merchant realizes best his possibilities who features such a well-received and profitable paper as

Crane's Linen Lawn

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

Toronto Office: 266-268 King St. W.

We Invite Comparison

—because we have perfect confidence that our goods, backed as they are by years of experience, will profit by comparison with any others on the market.

Our motto has always been "Quality before Price," and to this we largely owe the big demand which everywhere distinguishes our lines.

Put this popularity to the test when next you order

Typewriter Ribbons and Carbons

We have facilities for meeting every condition and filling every requirement. Get our catalog. Terms are attractive.

MITTAG & VOLGER, INC.

SOLE MANUFACTURERS FOR THE TRADE

Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

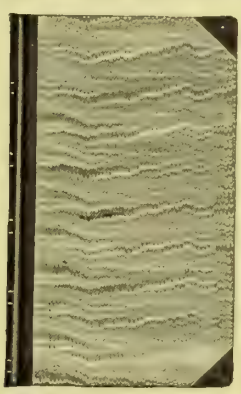
BRANCHES:

NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

TIME BOOKS



Everybody "Marks" Time!

"TIME IS Money," and as such, a careful record must be kept of it. The rulings of National Time Books are designed to save the time of the time-keeper. They may be had for weekly, fortnightly, or monthly time-keeping systems. The book shown is bound in Russia Corners and Back, with cloth sides, gold fillets and side stamp. Other bindings from imitation press board to full sheep.

The full line is given in National Catalog No. 22.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA



Made in Canada

WRITING TABLETS

The best line for you because—

Seventy-five stock numbers to choose from.
All qualities of paper.
Striking cover designs.
The first house in Canada to make Writing Tablets.
Our line still leads.

Why not have your name or title on the covers? It lends an added value to your sales, places a constant reminder in the hands of every buyer, and keeps your store in the spot-light of public attention.

Read these Four Special Offers. They are business builders

No. 1. On orders for one thousand **Stock Tablets** assorted, at one delivery, we will allow a discount of 10 per cent. (Particulars on request.)

No. 2. On orders for 250 Stock Tablets, assorted, at one delivery, we will print your name and address on each cover free.

No. 3. On orders for 500 tablets assorted (two deliveries), we will supply special "Semi-Ready" covers with your title and imprint free.

No. 4. On orders for 1,000 tablets, assorted (two deliveries), we will supply special "Embossed" covers with your title and imprint free.

Let [us] send you particulars.

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

32ND ANNUAL SPRING SALES NUMBER

BOOKSELLER & STATIONER

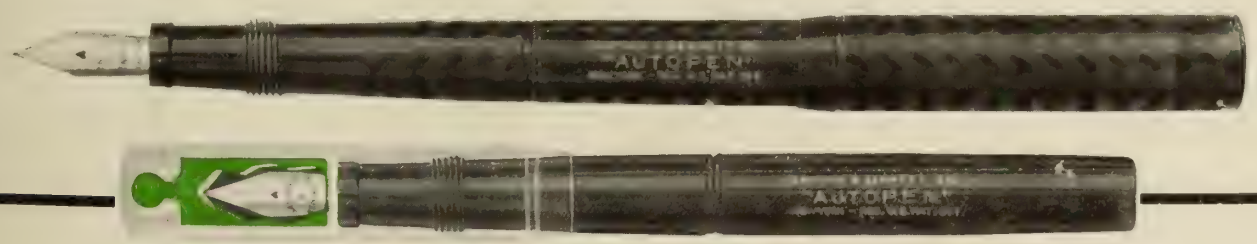
AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, APRIL, 1916 No. 4



Pens That Speed Up Your Sales

Build up your fountain pen sales by selling your customers pens at the right price, that give good service. **Add up** more profits from your pen sales by confining your buying to quality pens that yield you a liberal margin without overcharging the customer. **Speed up** your sales and get greater earnings from your fountain pen counter, by featuring

SANFORD & BENNETT FOUNTAIN PENS

Every part of every one of these pens is made in our own factory by experienced and skilled workmen. The purest 14-carat gold, the hardest Russian iridium and the best Para rubber are used in their manufacture. We guarantee each pen to be a perfect writing instrument.

"AUTOPEN"

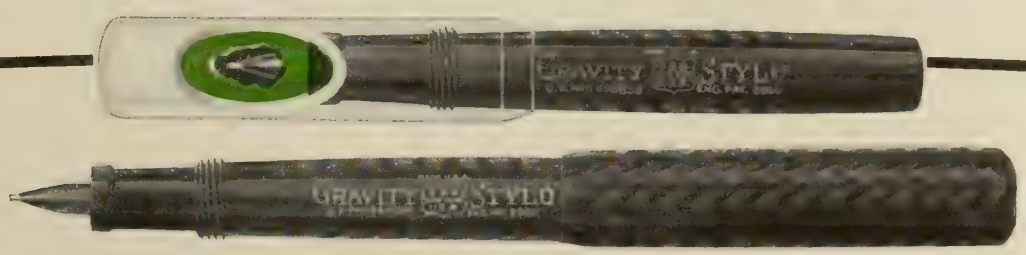
A self-filling, non-leakable pen, simple in construction and sure in operation. Its smooth, even flow delights every user. No mechanism in sight while writing. Positively non-leakable. Always in perfect writing condition because there is no evaporation. A dependable, serviceable and satisfactory pen for both business and professional men.

"GRAVITY-STYLO"

A long stride ahead of the ordinary "stylo." The flow of ink is automatically controlled by a dependable gravity principle—no uncertain springs to get out of order. A safe pocket companion for general use, and an efficient aid to stenographers. Holds more ink than any "stylo" pen its size. It is easy to interest customers in this S & B pen.

Sanford & Bennett Co., 51-53 Maiden Lane, New York

W. E. COUTTS, Canadian Sales Agent, 266 King St. West, TORONTO, ONT.



The writing paper for the discriminating



The perfection of good taste in correspondence papers is thoroughly embodied in

Superfine Linen Record Note Paper and Envelopes

There is a refinement of writing surface and a feeling of superior quality about this line which will satisfy the taste of the most discriminating customer.

Perhaps more than once you found difficulty in satisfying some particularly hard to please customers who insisted on something distinctive in correspondence paper. You can overcome this difficulty by bringing Superfine Linen before their notice —the high-grade quality, strength and good taste of this paper will satisfy the most particular.

Superfine Linen Record is put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

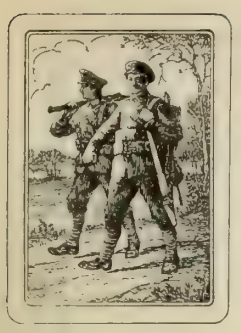
The Watermark of Quality

The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P Q.



The Army

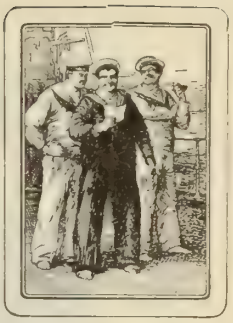


Ocean to Ocean





Royalty Queen



The Navy

Goodall's are Trumps

with every cardlover

GOODALL'S ENGLISH PLAYING CARDS

The Patriotic Series, to retail at 25c and 50c per pack, are sold on sight and the many beautiful and striking designs make an irresistible appeal, from an artistic as well as a patriotic standpoint. Many new unique designs in all series: *Imperial Clubs, Colonials,* gold edges. *Linettes, Society, Sultan* and *Salon.*

Feature *GOODALL'S,* the Playing Cards of superior quality. Sales are quick and easy, profits worth while and customers satisfied. The best wholesalers have them.

Aubrey O. Hurst

32 Front St. West - Toronto

For King and Country



For Honour



Remembrance



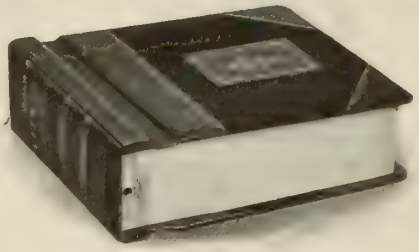
Veniat Omnes



Canadian Flags



ACCOUNT BOOKS



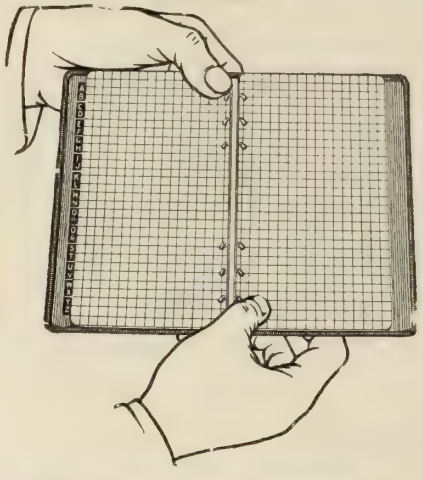
All sizes and styles

Complete stock of every kind

SPECIAL PATTERNS made to order

LOOSE LEAF BOOKS a specialty

LOOSE **I-P** LEAF



PRICE and MEMO BOOKS

STUDENTS' NOTE BOOKS

This line is adapted for all professions

BROWN BROS., LIMITED

SIMCOE & PEARL STREETS, TORONTO

ESTABLISHED IN TORONTO OVER SEVENTY YEARS



This is the pencil

that the Canadian Government and the United States Government are using in all their departments.

This is the pencil used by such prominent corporations as the Carnegie Steel Co., the American Bridge Co., and other large corporations.

VENUS
10¢ PENCIL

is made in 17 degrees from 9-H hardest to 6-B softest, and also two copying degrees.

Venus is purchased by careful, far-seeing buyers who realize that it is economy to buy one **Venus** at 10c. rather than several other cheaper pencils, because experience has shown them that **Venus** pencils are perfectly standardized, the degrees never vary, they write smoothly and easily down to the last inch and they meet the most difficult requirements of the engineering profession, the business and the art world.

See that your stock of **Venus Perfect Pencils** is complete so that you do not disappoint your customers who demand particular degrees of this world famous pencil for specific purposes.

Full information and prices forwarded at once upon request.

American Lead Pencil Co.

220 Fifth Avenue, New York

Dept. "D"

also Clapton, London, Eng.

We also make the Venus Copying—*Velvet Five Cent Pencil*—Venus Eraser—Milo Rubber Bands—and complete line of Pencils, Penholders, Rubber Erasers, Rubber Bands, Assortment Boxes, etc.

NEW CROWELL BOOKS

The Victorious Attitude

By ORISON SWETT MARDEN

Author of "Peace, Power and Plenty," etc.

12mo. 350 pages. Net $1.00

This book should be read by all discouraged people. It is a tonic compared to which strychnine is mild; it is a moral bracer of the first order. Most of us need to have our self-confidence stimulated, and Mr. Marden stimulates it. He is a soul doctor; put yourself in his hands, and doubt, fear and all other evil growths of the spirit vanishes. The only pity is that thousands of depressed people to whom the future is wholly black will never even hear of this backbone-stiffening book.—Richmond *Times-Dispatch*.

May Books

(IN PRESS)

THE HEALING POWER OF SUGGESTION
By Charles R. Brown - Net 25 cents

MAKING LIFE A MASTERPIECE
By Orison Swett Marden - Net $1.00

DISCOURSES ON THE SOBER LIFE
By Luigi Cornaro - - Net 25 cents

NOTHING SUCCEEDS LIKE SUCCESS
By Christian D. Larson - Net 50 cents

QUIET TALKS WITH THE FAMILY
By Charles E. Jefferson - Net $1.00

SCHOOL DAYS
A record book, cloth. Net 50c; Leather $1.25

IN THE GARDEN OF DELIGHT
A novelette. By L. H. Hammond. Net $1.00

Thomas Y. Crowell Company
NEW YORK

MILITARY BADGES

I carry in stock and can supply promptly

Military Badges of all kinds

Souvenir Military Badge Brooches

Hat Pins

Swagger Sticks

Steel Mirrors

Button Cleaners

and other military lines.

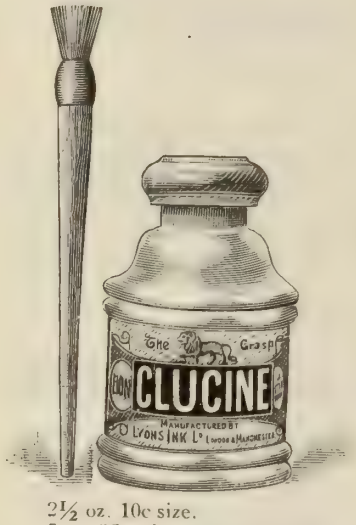
Write me your requirements

Pennants and cushions with regimental crests a specialty.

GEORGE CLARK
112 St. James Street, MONTREAL

Like John Bull

IT STICKS



2½ oz. 10c size.
5 oz. 25c with cap and brush.
10 oz. 50c " " "
30 oz. quarts for refilling.

Have you kept tab on the histories of the Imitations of *Glucine*?

Some of them appealed for business on the score of stronger smell, lower price, and greater profits — Their prices have gone up!

The others seem to have faded away.

GLUCINE STICKS

Our American Cousins used to advertise their pretty water well "Jars" (The small quantity of Paste didn't count). Glucine did away with the unsanitary water well — It does all the work without water — always ready for use—always clean and sweet—never dries up. Is economical. The dealer who buys it in gross lots can make a mighty good profit.

Order Now, Please

Other lines manufactured: Lyons Bank Wax—Parcel Wax—Perfumed Wax—Lyons Ink.

Sole Canadian Agents Lyons Ink Limited, Manchester, Eng.

MENZIES & COMPANY, LIMITED

Importers Stationery Lines — Manufacturers Christmas Cards — Importers Blotting Paper etc.

439 KING STREET WEST, 1 door west of Spadina Ave., TORONTO, ONT.



ERECTOR

The above photograph shows the striking display you can make with an investment of $58.50 in Erector, "The Toy Like Structural Steel."

With Erector, boys build Bridges, Elevators, Engines, Battleships, Flying Machines, etc. Hundreds of thousands of Erector Sets are sold every year.

All the displays shown in the photograph are furnished free to dealers, including

An interesting Erector model
A large beautifully lithographed cut-out in colors
A lithographed metal sign containing the famous slogan, "Hello! Boys"
A lithographed metal "Erector" name sign
A set of two-color price cards
200 8-page, two-color folders
A Demonstrator's Kit, which shows you how to make Erector sales quickly and easily

All this for an investment of $58.50, plus $21.94 duty, total $80.44, and you net the profit $54.96.

Send for No. 2 assortment to-day. You will find Erector one of the quickest selling and most profitable items you ever carried.

ASSORTMENT NO. 2.

Profit $31.50. Retail $90.00. Net $58.50.	U.S.A. Retail Prices	Canada Retail Prices
8—No. 1	$ 8.00	$ 12.00
6—No. 2	12.00	18.00
3—No. 3	9.00	13.50
3—No. 4	15.00	22.50
1—Erector Electrical Set	5.00	7.50
3—No. 1-A	3.00	4.50
2—No. 2-A	2.00	3.00
1—No. 3-A	2.00	3.00
3—No. P-58 Motors	4.50	6.75
2—No. P-59 Reverse Bases.	1.50	2.25
1—No. P-60 Transformer	3.00	4.50
10—No. 3 Manuals	2.50	3.75
1—No. 2 Erector Parts Cabinet.	22.50	33.75
	$90.00	$135.00
Less 35%	31.50	
	$58.50	

Note. — Canadian Retail prices 50% higher than U.S.A. Terms F.O.B. New Haven.

DISTRIBUTORS

MENZIES & CO., LIMITED

FOR

THE A. C. GILBERT CO., NEW HAVEN, CONN. U.S.A.

Forthcoming Publications for the Spring of 1916

THE HOUSE OF CASSELL, 55 Bay Street, TORONTO

STEPHEN GRAHAM

Through Russian Central Asia. With Photogravure Frontispiece and 48 Half-tone Plates, 320 pages, cloth-gilt - - - - - **Net $4.00**

JAMES MARCHANT

Alfred Russell Wallace, Letters and Reminiscences. With Frontispiece and 8 Half-tone Plates, 2 volumes, 320 pages in each, cloth-gilt - **Net $5.00**

SIR GEORGE FORREST, C.I.E.

The Life of Lord Clive. With 8 Photogravures, 544 pages, cloth-gilt **Net $5.00**

PRINCESS CATHERINE RADZIWILL

The Austrian Court from Within. With 8 Photogravures, 288 pages, cloth-gilt - - - - - - - **Net $2.25**

SIR EVELYN WOOD, V.C.

Our Fighting Services, and How They Made The Empire. With 10 Photogravures, 544 pages, cloth-gilt - - - - - - **Net $3.00**

JESSIE A. MIDDLETON

The White Ghost Book. 304 pages, cloth-gilt - - - **Net $1.50**

WALTER WOOD

Survivors' Tales of Famous Crimes. 8 Illustrations, 352 pages, cloth-gilt **Net $1.50**

OSCAR BROWNING, M.A.

A History of the Modern World (Popular Edition). 1,024 pages, cloth-gilt - - - - - - - - **Net $2.25**

FATHER BERNARD VAUGHAN, S.J.

What of To-day? (Popular Edition). 416 pages, cloth - - - **$1.00**

SIR GEORGE FORREST, C.I.E.

The Life of Lord Roberts, V.C. (Popular Edition). With 4 Plates, 384 pages, cloth - - - - - - - - **$1.00**

SIR FREDERICK TREVES, BART.

The Other Side of the Lantern (Popular Edition). With 8 Half-tone Plates, 448 pages, cloth - - - - - - - **$1.00**

CAPTAIN FRANK H. SHAW

Atlantic Nights. This is a collection of stories, written by one of the most popular writers of sea stories of the day, cloth - - **Net 30c**

"PETER"

Trench Yarns. The Navy has its "Bartimeus": the Army has produced its "Peter." As the one has recounted the doings of the Sea Guardians, and embodied that spirit in his books, so the other gives us glimpses of the curious life led in the front trenches: glimpses seen through rifts in the smoke of shell explosions and noxious gas clouds, cloth - - **Net 30c**

THE SECRET MEMOIRS OF BERTHA KRUPP

Henry W. Fischer

What Bertha Krupp, as Fraulein and as Frau, saw and heard; the fateful secrets she shared; the experiences that were hers at Essen and the Royal Court, and her personal dealings with the Kaiser, go to make a recital of almost unbelievable thrill. Cloth, 352 pages - - - - **Net 50c**

Forthcoming Publications for the Spring of 1916

THE HOUSE OF CASSELL, 55 Bay Street, TORONTO

FICTION

H. RIDER HAGGARD
The Ivory Child - - $1.25

MRS. BAILLIE REYNOLDS
The Daughter Pays - - $1.25

J. D. BERESFORD
These Lynnekers - - $1.25

OLIVE WADSLEY
Possession - - - - $1.25

ALGERNON BLACKWOOD
Julius LeVallon - - $1.25

RUBY M. AYRES
The Road That Bends - - $1.25

WARWICK DEEPING
Unrest - - - - $1.25

ANDREW SOUTAR
The Green Orchard - - $1.25

NINA TOYE
The Death Rider - - $1.25

D. C. F. HARDING
Oranges and Lemons - - $1.25

ARTHUR W. MARCHMONT
Because of Misella - - $1.25

LADY TROUBRIDGE
The Half of His Kingdom - $1.25

Cassell's 50c. Net Novels

The Romance of Michael Trevail - - - - Joseph Hocking
Full Swing - - - - - - - - Frank Danby
The Wisdom of Father Brown - - - - - - G. K. Chesterton
A Preacher of The Lord - - - - - - A. and C. Askew

Cassell's 35c. Novels

King Solomon's Mines - - - - - - H. Rider Haggard
The Wanderer's Necklace - - - - - - H. Rider Haggard
The Woman in the Bazaar - - - - - - Alice Perrin
Catriona - - - - - - - - R. L. Stevenson

Three New Volumes of the Work Handbook Series

Workshop Hints for Munition Workers - - - - - **Net 30c**
Electric Bells and Telephones - - - - - - **Net 30c**
Electric Lighting - - - - - - - - **Net 30c**

Cassell's Handcraft Library

Drawing and Design for Craftsmen, R. S. Bowers - - - **Net $1.50**

Gardening

Round the Year in the Garden, H. H. Thomas. With 12 Lumiere Colour Photographs and 64 pages of Illustrations, cloth-gilt - - - - **Net $1.50**

Cassell's Gardening Handbooks

Vegetable Growing for Amateurs
Rose Growing for Amateurs
The Carnation Book
Fully illustrated, paper covers, **net 30c.**, cloth, **net 45c.**

A GREAT WAR BOOK

THE ANZAC BOOK

Edited by Capt. C. E. W. Bean. Written and illustrated by the Australasians in the Dug-outs of Gallipoli. The Australian lads wrote this as a Souvenir of the part they took in the Dardanelles Expedition. The editorial dug-out was on the beach of Anzac Cove, and both pictures and stories were edited "with interruptions" from the Turkish guns. The photographs included in it are now published for the first time, and reveal the true conditions under which the Anzac men lived. Stiff paper covers, **net 75c.**

The Daredevil



(With the heroine in boots)

By Maria Thompson Daviess, author of "The Melting of Molly" and other successes.

A spirited, quick-moving, dramatic story, full of sympathetic appeal, deft in touch, gay with humor, strong with heart interest.

READY APRIL 20th

$1.35 net

It isn't just an ordinary story of a girl who masquerades in men's clothing—there is a vital reason behind it all. It isn't all a lark, though comedy lurks on the footsteps of the stout-hearted pretender. An American father, a French mother, and quick sympathies that link fatherland and motherland in love that braves very real dangers for the safety of one and the honor of both. In the story there is a most irresistible young man whose name is Buzz, and who lives up to it. There is an irascible old bachelor uncle, secretary of state to His Excellency, the Governor of Harpeth, "the greatest gentleman in the world." But best of all, there is Roberta, the "Daredevil," the lovable heart of a mighty likable story. You may be sure she will captivate you, just as she did those who knew her "in boots."

FOUR MORE SPRING SUCCESSES

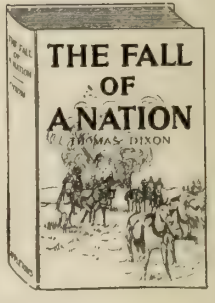
The Hunted Woman. A New Novel of the North. By James Oliver Curwood, author of "God's Country and the Woman."... $1 25

In "The Hunted Woman" Mr. Curwood has written his finest novel, has described a tremendous drama of the great Northland in a brilliant and most convincing fashion. The wild life of the Canadian wilderness; the scarcely less untamed ways of the men and women in the great railroad construction camps at "the end of steel"; the peril-thrilled expedition of Joanne Fitzhugh, the "Hunted Woman";—these are elements which are certain to win your deepest interest in this most fascinating novel.

The Heart of Thunder Mountain. By Edfrid A. Bingham $1 25

Seldom has the great west been so vividly presented to the reader as in this tale. The heroine is Marion Graylord, a young woman from the East, who while visiting her cousin, Claire Huntington, finds that Claire's husband has a bitter enemy in Philip Haig, a neighboring rancher. Haig is a strong character and it is not surprising that Marion should be attracted to him. The graphic portrayal of Haig's search after his spirited horse Sunnysides, over the summit of the mountain, and of Marion's fearless quest of the man she loves, and the account of the long fight for life made by the two against fearful odds, discloses in Mr. Bingham a new writer of marked virility.

The Fall of a Nation. By Thos. Dixon, author of "The Victim," etc.... $1 25



A vivid story, showing that the United States is at the mercy of any well organized military nation, and that, after the present European War, their wealth will be needed by Germany and other foreign powers, and that they will sweep down upon the United States and take what they are powerless to protect.

A Cathedral Singer. By James Lane Allen, author of "The Choir Invisible," etc.... $1 00

A story of rare artistry, of living, breathing persons, and an exquisite pen picture of a Mother's love and devotion. Nothing finer has been written by the author of "Kentucky Cardinal."

SEND FOR COMPLETE LIST OF SPRING BOOKS

THE COPP, CLARK CO., LIMITED.

TORONTO.



School Scribblers and Exercise Books

Here are the covers that touch the high-water mark of artistic merit. They will win the children to your store.

LOSE no time in booking your orders for school scribblers and exercise books because the paper market is most uncertain.

Each of the covers as illustrated above come on

5c. Scribblers and 5c. Exercise Books

You can order by numbers as given on the illustration, mentioning "Bookseller and Stationer" and indicating quantities required of scribblers and of exercise books.

For the last three years the Copp, Clark Covers have been in the van and this year's set exceeds even our own previous efforts.

As usual our books give the acme of value in the contents of the books as well

BE WISE—MAIL THAT ORDER TO-DAY

THE COPP, CLARK CO., Limited

517 WELLINGTON ST. WEST ∴ TORONTO, CANADA

A Canadian Author's Great New Book

THE

BELOVED TRAITOR

BY FRANK L. PACKARD

A novel of deep feeling and definite humanity—The simplicities and the conflicts of genius—The native love, surviving change—Even better than the author's earlier successes, *"The Miracle Man"* and *"Greater Love Hath No Man."*

At all Booksellers. 12mo. Net $1.25

Jacket in full color and illustrations in black and white by Modest Stein.

A magnificent story of struggle between love and genius.

A wide sweep of plot from continent to continent.

Vital, strong, enthralling.

Cloth, Illustrated, $1.25



By Frank L. Packard of Montreal

Is a genuinely important novel. Completely enthralling from its first moment to the very end of its story—powerful and impressive—with a heroine that appeals to every heart founded on a vital situation showing a splendid mastery of the drama of life, it well justifies the paradox of its title, being a story of the simplicities and complexities of genius of struggle between the higher and the lower of the failure that shall spell success. It is one of the novels you will wish to know.



OUR MISS YORK

By Edwin Bateman Morris

When love comes in the door does business fly out of the window? Suppose a woman has beauty, and charm, and also—brains. Hence, a flattering business success, with opportunity to express herself and to be a power in her little world. Then suppose she falls in love. Which will weigh the heavier—gratified ambition or a husband and a home? This is the problem of Mr. Morris's delightful heroine. There are many Margaret Yorks among the young women you know.

The book has been published only a few weeks, but is already in its second edition, tenth thousand, in the United States. No more readable book will be published this year. Jacket by Coles Phillips. Price, $1.25, net.



EDWIN BATEMAN MORRIS,
Author of "Our Miss York."

QUALITY COUNTS · THE COPP CLARK CO. LIMITED.

THE COPP, CLARK CO., LIMITED.

TORONTO.

SHOW AND SELL THESE BOOKS

MR. AND MRS. PIERCE, by Cameron Mackenzie. **$1.35 net**

Can a woman elevate her husband? Mrs. Pierce invested all her money and put in all the enthusiasm and energy of her ardent nature in boosting her husband along the path that leads to a captaincy of industry, with surprising results. The experiment makes a most absorbing story of American married life. As editor of McClure's Magazine for several years, the author selected the fiction for a fiction-reading public of half a million, and naturally he knows what the people want. That knowledge proved a wonderful help to him in the writing of this fine novel.

BEHIND THE BOLTED DOOR? by Arthur E. McFarlane - - - - - - - **$1.35 net**

Human nature, with its weaknesses, the motive for crime, a criminal knowledge of science, a daring imagination, and a daring will are all behind this door.

GIBBY OF CLAMSHELL ALLEY, by Jasmine Stone Van Dresser - - - - **$1.35 net**

Here is a book that will delight as Huckleberry Finn and Penrod delighted. It is a story of a genuine boy, revealing the innermost workings of his heart, his absolute unselfconsciousness, his shrewdness, and his appealing gentleness.

WHEN CAREY CAME TO TOWN, by Edith Barnard Delano - - - - - - **$1.00 net**

This is a story of a Virginia girl whose creed was that "a gentleman is always willing to help a lady—a woman—all women." With no experience of the outside world and with very little money she leaves her out-of-the-way Virginia home and arrives one winter night in the home of a wealthy New England mill-owner, a reserved bachelor. The latter learns a few things in what develops from this unique situation.

CAPTAIN GARDNER OF THE INTERNATIONAL POLICE, by Robert Allen - - - - **$1.35 net**

This may be described as a tale of to-morrow. It reveals the next great world in conflict: the awakened East against the West, involving China and India with their hordes of potential soldiers, with Japan furnishing the brains and stimulus.

THE OUTLAW, by Jackson Gregory - **$1.00 net**

Here is a gripping tale of the real West by an author who has the advantage of being a born-and-bred Westerner, with a knack for telling stories about the wide and sunlit land of the cattle ranges.

WRECKAGE, by J. Hartley Manners - **$1.00 net**

The author of "Peg o' My Heart" in this new play exhibits an entirely different mood. In this play he attacks the great American evil, the drug habit.

THE TOURISTS' NORTHWEST, - - - - By Ruth Kedzie Wood - - - - **net, $1.25**

Canadian readers are already familiar with this author's fine work, "The Tourists' Maritime Provinces." The scope of this new volume includes the United States, but deals chiefly with Canadian West.

THE LIFE OF THE MOTH, by Henri Fabre - **Net, $1.50**

THE LIFE OF THE SPIDER, by Henri Fabre, **Net, $1.50**

THE LIFE OF THE FLY, by Henri Fabre, **Net, $1.50**

THE MASON BEES, by Henri Fabre, **Net, $1.50**

BRAMBLE-BEES AND OTHERS, by Henri Fabre, **Net, $1.50**

THE HUNTING WASPS, by Henri Fabre, - - **Net, $1.50**

BETWEEN THE LINES, by Boyd Cable, **$1.35 net**

This is the leader among best selling war books. It gives the most vivid, thrilling and intimate picture of the life of our soldiers in Flanders that has yet appeared in print.

THE SOUL OF THE WAR, by Phillip Gibbs, **Cloth, $1.75 net**

Tells of the men who fight and suffer and of the women who suffer and wait.

THE WORLD DECISION, by Robert Herrick, **$1.25 net**

A most important feature of this book is its treatment of the entrance of Italy into the great war. The author was in Italy at that time.

THE UNDYING STORY, by Douglas Newton, **$1.35 net**

Mr. Newton is spoken of as the greatest descriptive artist discovered by this war. T. P. O'Connor speaks of him as "the man who can best write a story of battle."

AUNT SARAH AND THE WAR, by Wilfrid Meynell - - - - - - - **75 cents net**

This story is brimful of the new spirit that has come over the men and women of England.

MY FOURTEEN MONTHS AT THE FRONT, By William J. Robinson - - **$1.00 net**

Most graphic account of experiences at the front with the British forces. The author was one of four survivors of thirty-one motor-cycle dispatch riders.

ANTWERP TO GALLIPOLI, by Aubur Ruhl, **$1.50 net**

A book by a pro-ally writer who was with the Germans on the Eastern and Western fronts, and with the Turks at the Dardanelles. A book of great historic value.

GERMANY vs. CIVILIZATION, by William Roscoe Thayer - - - - - - - - **$1.00 net**

Historical learning, lofty idealism, and imaginative insight into the human factors back of statecraft combine to make this a book of unusual interest and value.

A SURGEON IN KHAKI, A. A. Martin, **$3.00 net**

Dr. Martin is a New Zealander who joined the Royal Army Medical Corps, with whom he served in Flanders. Tells the wonderful story of Red Cross work in the present war.

GOLDEN LADS, by Arthur Gleason - **$1.35 net**

Tells of the heroic action of Belgium's "death or glory" lads.

BY MOTOR CAR TO THE FIRING LINE, by Walter Hale - - - - - - **$1.35 net**

New York: DODD, MEAD & CO., Limited
Toronto: McCLELLAND, GOODCHILD & STEWART, Limited, 266 King St. W.

SCHOOL CHALKS AND CRAYONS



No. 205. Retail 1c.

IN STOCK IN TORONTO



Retail 5c.

Packages that represent the highest possible value in crayons to retail at 1c, 5c and 10c.

No. 205 and No. 123 pkg. wax crayons	Retail 1c
No. 300 and No. 822 pkg. wax crayons	Retail 5c
No. 7 "Crayel" pkg. wax crayons	Retail 5c
No. 7 "Arteo" Pastel pkg. wax crayons	Retail 5c
No. 814 "Crestlight" pkg. wax crayons	Retail 10c

MAKE UP YOUR ORDER *EARLY*.

Manufactured by The Standard Crayon Mfg. Co., Danvers, Mass.



Retail 5c.

A. R. MacDOUGALL & CO., Limited CANADIAN REPRESENTATIVES

266 KING STREET WEST - - - TORONTO, ONTARIO

IF YOU ARE NOT USING

"THE BOOKLOVER"

AS A MEANS OF PROMOTING SALES OF BOOKS, YOU ARE *LOSING MONEY*. LET US TELL YOU WHAT OTHER BOOKSELLERS ARE DOING.

THE BOOKLOVER

143 University Avenue, Toronto, Canada

Here's a Card to Sell in lots of 100 to 500

to large corporations and business concerns for use as a greeting to their customers.

This card can be supplied with a blank insert or with a general Christmas greeting.

Or sell 12 to 25 each to Private Individuals.

By this method of specializing certain cards to likely purchasers, dealers will find that they can increase their Christmas card sales many times over.

We have many other distinctive numbers in our **Dominion Series** which can be specially featured.

We would direct particular attention also to this year's **Gem Series,** samples of which were late in coming from the factory in England. These afford better value than we have ever before shown in cards to sell at 5c, 10c, 15c and 25c. Send an order for an adequate supply for your trade.

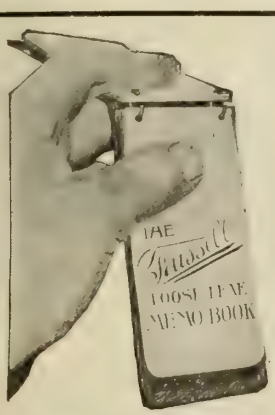


LONDON
NEW YORK

BIRN BROS.

SYDNEY
TORONTO

A. R. MacDOUGALL & CO., Limited, Canadian Representatives: 266 KING STREET WEST, TORONTO, ONTARIO



CHEAPEST OF ALL SPLIT-RING MEMO BOOKS

PERFECTLY FLAT OPENING

RETAILS AT 25c.

This new, popular-priced memo book is so easy to sell that it will pay you to put forth extra efforts in pushing its sale. Packed 1 dozen in a box, with price card. Contains 40 faint ruled sheets 2½ x 4½, with flexible covers of black cloth. Extra fillers, punched with 3 holes, making them interchangeable with other books. Packed 24 to a box, to retail at 5c.

Any dealer without a stock of these books is losing profitable sales to which he is entitled. If you haven't a stock, mail your order to-day.

A. R. MacDOUGALL & CO., LIMITED, Manufacturers' Representatives 266-268 KING STREET WEST, TORONTO, ONTARIO

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by

IDEAL SPECIALTIES MFG. CORP.
NEW YORK

A. R. MacDougall & Co., Ltd.,
Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

ACTUAL SIZE



SEE THOSE PRONGS?

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

MAKE APRIL AND MAY BIG MONTHS

An instantaneous success. First edition sold out, second edition now ready.

THE SHADOW RIDERS

By Isabel Paterson - - - - - $1.35 Net

The scene of this novel is the great North-West of Canada, and is full of the spirit of the West.

THE FIFTH WHEEL

By Olive Higgins Prouty. Illustrated by Flagg - - - $1.35 Net

A new kind of American Society romance. Ruth Vars—sister of Bobbie—a beauty, about to make a "brilliant match," revolts against being a fifth wheel and has much intense and dramatic experience in consequence.

EVERY READER OF MRS. PROUTY'S GREAT SUCCESS, "BOBBIE, GENERAL MANAGER," WILL WANT THIS BOOK.

SADIE LOVE

By Avery Hopwood - - - - - Net $1.25

The funniest, fastest, snapping novel in years. "Sadie Love," the play, is convulsing New York audiences with laughter. "Sadie Love," the book, will convulse the whole world with laughter.

THE MAN OF PROMISE

By Willard Huntingdon Wright - - - - - Net $1.35

Mr. Wright has here written one of the most penetrating and unusual novels of this generation. Its conception, its point of view, its frankness, its freedom from all prejudice, and its form accord with the highest standards of the best continental fiction.

WHERE THE PATH BREAKS

By Capt. Charles Crespigny - - - - - $1.35 Net

An enthralling document of love and war. A most unusual plot, holding you with tense excitement to the end.

S. B. GUNDY, 25-27 Richmond St. West, TORONTO

IMPERIAL NEWS Co., LIMITED

TORONTO, MONTREAL, WINNIPEG

ENGLISH SIXPENNY NOVELS

We are headquarters for these lines with the largest and most complete stocks in Canada, all the latest and best titles. There is a steady sale for these novels. Keep your stock up-to-date with new covers, new titles, and with the best authors like Garvice, Doyle, Haggard, Gould, Caine, etc. Special titles by Rowland, Swan, White, Green, etc., only $7.50.

BEST AMERICAN PAPER BOOKS—Full range of titles always in stock

Alerts—fifty titles.....$7.50 per 100
Jesse James—All the titles ..... 7.00 per 100
Modern Authors—sixty titles.....$ 8.50 per 100
25 cents Adventure lines..... 12.50 per 100

JOHN LONG'S 1/- PAPER

Here is a line selling in thousands monthly. Have you tried it? Send for list of Titles and Samples. These will sell when nothing else will. Lowest price ever quoted in Canada, 18 cents.

WARD, LOCK'S 6/- REMAINDERS

Specially imported. These cannot be replaced today. Strong, handsome binding.

Suitable for counter sale or for lending libraries. It will pay you to investigate this line. List of titles and samples on request. Price 28 cents.

Do not buy Rubbers, Pens, Pencils, Clips, Parcel-straps, etc., until you have our samples and prices.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. TORONTO: 93-95 Church St. WINNIPEG: 376 Donald St.



The Standard of Satisfaction

—recognized everywhere as the trade mark of quality and reliability.

The splendid efficiency of our recently constructed plant enables us to keep our products well up to the high quality that has always distinguished them in the past, and to give our customers even better service than formerly.

"Standard" Loose Leaf Devices

are good selling lines wherever displayed. For simplicity, durability and all round satisfaction giving, they are absolutely unbeatable.

Every up-to-date office man will readily perceive the manifold advantages of the "Standard" line. "Standard" loose leaf devices are required in every office where efficiency counts.

Get your customers interested. Boost "Standard" Lines. The profits are worth while.

Boorum and Pease Co.

Makers of "Standard" Blank Books and Loose-Leaf Devices

Home Offices: Front St. and Hudson Ave., Brooklyn, N.Y.

Factories: Brooklyn, N.Y. St. Louis, Mo.

Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Limited, Toronto, Can.
McFarlane, Son & Hodgson, Limited, Montreal, Canada

THE ALLEN LINE

The Best Short Stories of 1915 *and The Year Book of the American Short Story, edited by Edward J. O'Brien.*

CLOTH, NET, $1.50

Just David

By Eleanor H. Porter, author of Pollyanna, etc. The leading novel of the year. "You can't help loving David and you can't help feeling better and happier for having met him." Illustrated.

Cloth, Net, $1.25

The Blind Man's Eyes

By William MacHarg and Edwin Bulmer. A corking good mystery story. Holds the reader spellbound until the last line of the last chapter.

Cloth, Net, $1.35

I cordially invite the trade when in Toronto to visit my new and commodious sample and warerooms at 215 to 219 Victoria Street. Take the elevator to the fourth floor.

BOOKS OF MERIT

THOMAS ALLEN, Publisher
TORONTO

BOOKS OF MERIT

About Miss Mattie Morningglory

is the unique title of a new novel just published by Rand, McNally and Company from the pen of Lilian Bell.

The brilliant author of The Expatriates, The Love Affairs of an Old Maid, Hope Loring, Carolina Lee, Abroad with the Jimmies, etc., has written a remarkable story about Miss Mattie, a warm-hearted, impulsive little milliner, whose first affections are centred on a worthless scamp, who has deceived and robbed her.

The arrest and exposure of her sweetheart open Miss Mattie's eyes to his perfidy, and the subsequent shock sends her to a hospital, where Miss Mattie adopts an orphan child, to save her from an operation, and in this act is laid the corner-stone of the beautiful love story of cultivated, fastidious Mathew McCabe and this gentle, innocent-minded old maid—a story through which Miss Mattie's unselfish Christianity shines with a brilliance which is reflected by all who come in contact with her.

Miss Mattie gradually accumulates a household of waifs, whom Gracie calls "little lambs who cannot keep up with the flock." It is about these children, the neighbors, Mrs. Galloway, Maggie Connor, Mrs. Shapiro, and old man Sproule that the tale is told. Each character is a distinct type, and is drawn with a master hand. Mrs. Galloway will take a place with Sairey Gamp.

The description of the robber and his capture is a masterpiece, and O. Henry could not have made a more gripping story of his fight with the police. The plot abounds in many delightful surprises.
Price $1.35 net.



LILIAN BELL,
Whose Novel, "About Miss Mattie Morningglory," Has Just Been Published.

RAND, McNALLY & CO.

PUBLISHERS, CHICAGO

Canadian Representative: Thomas Allen, 219 Victoria St., Toronto

MACMILLAN'S VERY UNUSUAL LIST

FOUR OUTSTANDING SPRING NOVELS

Unusual Stories by Leading Authors

JACK LONDON'S The Little Lady of the Big House

New Novel

"A novel of large significance and unquestionable interest."

"Executed with the fine finish of an indisputable master. . . . He has written as only a real man can write of real men. . . . Almost one is tempted to declare that now at last the great American novel has been written. One of them at least, one may safely venture to say, has been brought into being." —*Book News Monthly.*

Now ready. $1.50.

MAY SINCLAIR'S The Belfry

New Novel

"A really successful novel."

"A perfect, composite picture of real human beings amid the stress of present-day events and emotions. . . . A fascinatingly interesting story. Better in scheme and motive and characterization even than 'The Combined Maze.'" —*Boston Transcript.*

Already Fifth Edition. $1.35.

NATHAN KUSSY'S The Abyss

New Novel

"A masterful piece of writing."

"Remarkable for its material, manner and absolute harmony of substance and style. Strange and convincing. Contains not one dull or unnecessary word." — *Chicago Herald.*

Now ready. $1.50.

MARY S. WATTS' The Rudder

New Novel

"Mrs. Watts is in the front rank of American novelists."

A story of convincing reality, vivid and of unfailing interest, told with that charm of manner, humor and insight that have always been found in Mrs. Watts' novels.

Now ready. $1.50.

Some Other Novels of Extreme Interest

THE SHEPHERD OF THE NORTH

Richard A. Maher.

An unscrupulous fight is waged by a corrupting railroad company against a community of American lumbermen and French-Canadians. Failing in their attempts at bribery they fire the woods, and so bring about their own undoing. The character of the Bishop is one of the finest in recent fiction. $1.35.

THOSE ABOUT TRENCH

Edwin H. Lewis.

A plot packed with strange adventure, which takes the reader from Chicago to wild India, through Afghanistan and Bokara to Tashkent, across Austria into the mountains of Serbia, and very close to one of the secrets of the great war. It is the story of Dr. Trench and the queer Americans and Orientals he gathered around him. $1.35.

GOD'S PUPPETS

Wm. Allen White.

Here is brought together some of the more notable work of the author of "A Certain Rich Man." The story of "The One a Pharisee," is longer than any of the others and is the most remarkable. $1.25.

CAM CLARKE

John H. Walsh.

A bookseller writes us: "If I had not read **The Virginian** when it came out years ago and several times since, I should give to this book the affection which I bestowed on Mr. Wister's hero when I met him first. You have a wonderfully good book here, not merely for the season, but for years." $1.35.

ORDEAL BY BATTLE

(Published first at $1.75). New Popular Edition 50 cents.

THE MACMILLAN LIST OF FARM AND GARDEN BOOKS

has just been issued in complete revision. A very generous offer awaits an inquiry, mentioning this paper.

THE MACMILLANS IN CANADA, Publishers, Toronto

NEW BIG-SELLERS

These Books—with one exception on War themes—are NEW, just from the presses; so new, in fact, that they could not be included in our Spring Circular. With your customers calling for "War Books," you will realize what an opportunity they offer you.



FREDERICK COLEMAN.
Author "From Mons to Ypres."

From Mons to Ypres With French

By Frederick Coleman

The author drove a motor car in, through and around the battles during the first nine or ten months of the War, in the main carrying officers to their various duties. He is an American, and tells the story as only an American can, of those fearful and nerve-trying days and of the terrible and wonderful retreat from Mons. The book is profusely illustrated with photographs taken by the author during his nerve-racking experiences.

THIS IS ONE OF THE BIG BOOKS ON THE WAR.

Price, $1.50

MY SECRET SERVICE

By a neutral young journalist with active British sympathies who dined with the Kaiser in the famous banquet of Nish, and was one of the first passengers on the Constantinople to Berlin Express. His story of conditions in Germany and among her allies as they exist at present is told as directly and truthfully as it has come, perhaps, from any other source. Price, 75c net.

CONTINGENT DITTIES

By Frank S. Brown, a Sergeant of the Princess Pats. This is a little book of soldiers' songs of the great War, by a Canadian-born boy who lost his life at St. Eloi one day after he went into the trenches. The material is so good that part of it has been published in "T. P.'s Weekly" and "The Spectator" and a British edition is largely circulated. This should sell like hot chestnuts among the soldiers in your town. Price, 35c net.

THE NEW EMPIRE PARTNERSHIP

By Percy Hurd

This is one of the deeper books on the War, showing the great struggle to be a War of Empires and on behalf of Empires. It will be thoroughly appreciated by anyone who reads current events seriously. $1.50.

RAVINGS OF A RENEGADE

War essays from the German standpoint, by H. S. Chamberlain.

The title tells the story of this book which is a translation from the pro-German author's strictures on England. It is mightily interesting as illustrating the Pan-German idea and has been exceedingly well received in England. Price, 75c net.

These will Sell to the Boys Themselves

BOMBERS' TRAINING

and The Application of Same in Trench Warfare. By Lieut. J. R. Ferris. 15c.

New Titles in the IMPERIAL ARMY SERIES

Hand and Rifle Grenades
Infantry Scouting
Transport Commissariat

THE NEWEST OF THE NEW NOVELS — **COME OUT OF THE KITCHEN**

By Alice Duer Miller. The newest of the new novels. A bright and taking story. Sure to interest everyone. **Price, $1.25.**

WILLIAM BRIGGS

PUBLISHER **TORONTO, ONT.**



The Fiction Event of 1916

Best Selling Book in the U.S.

Pulsating with the Life and Power of the Present Day

Undoubtedly *the best novel of American home life* that has appeared in many a year.
—*New York Evening Sun.*

Webster has written a novel that embraces a genuine situation. . . With *The Real Adventure* he emerges as *one of America's most significant novelists.*
—*The New Republic.*

The Real Adventure achieves the sense of actuality, of being a bit out of actual life without sacrificing imagination, beauty, spiritual truth. *A worth-while contribution to American fictional literature.*
—*New York Times.*

In its characters, in its mode of treatment, it is *delightfully and genuinely new.*
—*Boston Transcript.*

A brilliant novel, one far above the average in conception, power, and originality of thought.
—*Review of Reviews.*

A story of endless thrill and romance, of actual human relationship. The fact that it has reached the fifth printing in three weeks is sufficient evidence of the wide appeal of the book.
—*Philadelphia Press.*

Large 12mo, cloth

Nine Pictures of R. M. Crosby *Jacket by M. G. Blumenshein* *Net $1.50*

Indianapolis: THE BOBS-MERRILL COMPANY, *Publishers* **: New York**
Toronto: GEORGE J. McLEOD, 266 King St. West

DEAN'S TOY BOOKS

Enormous Variety



We have a splendid range of Juvenile Books, Paper, Untearable and Rag, and are in a position to supply all orders from stock.

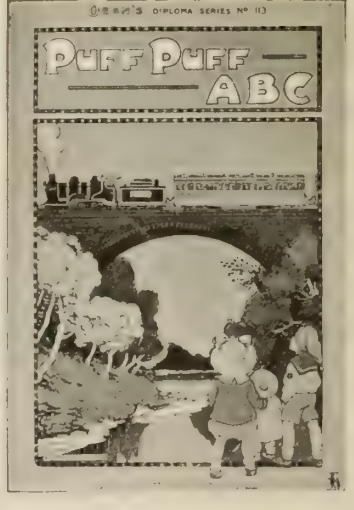


Apart from Toy Books, we are manufacturers of Rag Dolls and Novelties in Rag Toys. Plush and Fur Animals, Wooden Toys, Drawing Slates, Swimeesy Buoys (Swimming Wings.)



We will be exhibiting at the forthcoming Board of Trade Exhibition and at the Agricultural Hall, London, and look forward to the pleasure of extending a cordial welcome to visitors from the Dominion.

If you are not coming to London, write for illustrated catalogue and terms.



DEAN & SON, Limited, 160a FLEET STREET LONDON, E.C.

PUBLISHED MARCH 18th

THE OFFICIAL STORY
OF THE
CANADIAN EXPEDITIONARY FORCE

Introduction by
RT. HON.
SIR R. BORDEN

Popular Edition
Cloth
25c.
NET

CANADA IN FLANDERS

BY SIR MAX AITKEN, M.P.
(THE CANADIAN EYE-WITNESS)

Preface by
RT. HON.
A. BONAR LAW

Enlarged and
Illustrated
Edition
Cloth - **$1.00**
Leather **$1.50**

OVER 40,000 SOLD IN CANADA

HODDER & STOUGHTON, Limited, Toronto, Ont.

Big Spring Books by Big Authors

SEVENTEEN - - By Booth Tarkington
An uproariously funny story in the author's most irresistible manner. Illustrated, $1.50.

LIFE AND GABRIELLA - By Ellen Glasgow
Gabriella—the finest, most lovable, and thoroughly worthwhile heroine in many a long day. Ill., $1.35.

THE SIDE OF THE ANGELS - By Basil King
Of what nature is love? This is the theme of this new novel by the author of "The Inner Shrine." Ill., $1.50.

THE LIGHTNING CONDUCTOR DISCOVERS AMERICA - By C. N. and A. M. Williamson
The Lightning Conductor, now tours New England, and the East, and becomes involved in a delightful new romance. Ill., $1.35.

THE BORDER LEGION - - By Zane Grey
The lust of gold and the lawless spirit of the border half a century ago is the theme of Zane Grey's new novel. Ill., $1.50.

PEOPLE LIKE THAT - By Kate Langley Bosher
An appealing, striking story, infused with the "Mary Cary" humor. Illustrated, net $1.25.

THE VINDICATION - By Harriet T. Comstock
The story of the vindication of a big man's theory of the good that lies within every nature. Illustrated, $1.35.

MEMORIES - - Right Hon. Lord Redesdale
The most important book of memoirs of our time. With two photogravure plates and 16 other illustrations. 2 Vols., $12.00.

FEAR GOD AND TAKE YOUR OWN PART
By Theodore Roosevelt
Preparedness, Hyphenated Americans, the Mexican Imbroglio, are discussed with characteristic force and frankness. Net, $1.50.

WHAT GERMANY THINKS
By Thomas F. A. Smith, Ph.D.
What is behind the battle walls? This book is an answer, not a speculation. And a surprising one. Net, $1.25.

A BUNDLE OF MEMORIES
By Henry Scott Holland
Pen portraits peculiarly individual and alive. His wide knowledge is allied to a delightful literary gift. $2.50.

GERMANY IN DEFEAT
By Count Charles de Souza and Major Haldane Macfall.
Germany was defeated at the Marne—she has been a defeated people ever since—now she must be crushed.

BEATING BACK By Al Jennings and Will Irwin
The frank confessions of a former outlaw, who was sentenced, "came back," and is now a most useful citizen. Illustrated, $1.50 net.

AN AUTOBIOGRAPHY
By Edward Livingstone Trudeau, M.D.
This book is the record of friendships with many well-known men by the genius of Saranac Lake. Ill., $2.00 net.

WRITE FOR COMPLETE DESCRIPTIVE CATALOGUE OF NEW SPRING PUBLICATIONS

THE MUSSON BOOK CO., LIMITED, Publishers, TORONTO, CANADA

at·the·sign·of·the·Bee·

WATERSTON'S

CELEBRATED

TRADE "BEE" BRAND MARK

SEALING WAX

The result of 163 years' experience

LETTER WAX

Red, Black and Coloured.
For all climates.

BOTTLE WAX

in all Grades and Colours.

PARCEL WAX

Chemists' Dispensing Wax
Post Office Mail Bag Wax
Engravers' Seal and Plate Wax

WATERSTON'S PRIZE WAX FOR HOT CLIMATES

GEORGE WATERSTON & SONS Ltd.
AND AT WARRISTON ROAD EDINBURGH
8 ST. BRIDE STREET·LUDGATE CIRCUS·
LONDON·E·C·



He is SO Happy Modelling with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odourless Modelling Medium on the Market

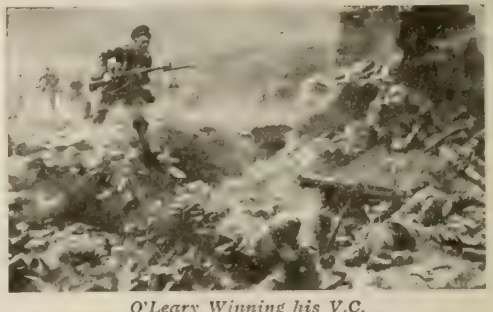
The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England



O'Leary Winning his V.C.

GREAT WAR DEEDS.

(Series of 18 in Photogravure.)

Including:
Air Attack on Cuxhaven.
Sinking the "Emden."
Coldstream Guards at Mons.
Captain Rankin winning V.C.
Air Attack on Friedrichshafen.
Captain Grenfell winning V.C.

A GREAT SUCCESS.

Engraved Surface, 18½ in. by 11 in.
Mounted on Brown Mount, 25 in. by 20 in.

1/6 each. Trade Discount 50 %.

S. HILDESHEIMER & Co., Ltd.,
96, CLERKENWELL ROAD, LONDON, E.C.
ENGLAND.

S·H&Co LIMITED

BLACKIE & SON

will issue as usual a splendid selection of new books for boys and girls.

PICTURE BOARD BOOKS

and a specially attractive line in

LIMP TOY BOOKS—Untearables

Entirely new and fully coloured.

ALL BRITISH MAKE

Send at once for our catalogue.

Samples carried by all wholesale houses. Orders booked for shipment ex Glasgow, Scotland—the best and cheapest port for exportation to the Dominion.

BLACKIE & SON LIMITED, GLASGOW, London and Bombay

CANADIAN REPRESENTATIVE:

MR. HAROLD COPP, 33 Richmond St. West, Toronto

PATRIOTIC SONGS

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. 75,000 copies sold - - - - - - - - - 15c
By Order of the King. A new song by the same composers. 10,000 sold - - - - - - - - 15c
I'll Not Forget You, Soldier Boy. A very popular new song - - - - - - - - - - 15c
Our Own Canadian Boys - - - - - - - - 15c
Soldiers of the King - - - - - - - - 15c
Call of the Motherland - - - - - - - - 15c
There's a Fight Going On—Are You in It? New - 15c
You Bet Your Life, We All Will Go. New - - 15c

These songs will appeal to the popular trade. Good profit to dealers.

ANGLO-CANADIAN MUSIC CO.
144 VICTORIA STREET **TORONTO, ONTARIO**

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street NEW YORK

THE CALL TO ARMS!

Drill and Text Books for Military Men of all Ranks



GALE & POLDEN'S

Books are Specially Recommended in ALL MILITARY CIRCLES

THEY ARE:

The Silent Instructors of the New Armies.
Sure Guides to Efficiency with Proficiency.
Trustworthy and Accurate in all Particulars.
Written by Experts in Each Branch of the Service.

UP-TO-DATE HANDBOOKS TO COVER EVERY MILITARY SUBJECT, e.g.:

Drill	Signalling	Military Sketching	Discipline
Training	Reconnoitring	Map Reading	Medical
Musketry	Scouting	Military Law	Athletics
Gunnery	Guides to Promotion	Regimental Duties	Physical Culture
Shooting	Stable Management	Tactics	Health

The Principal Wholesalers in Canada hold stocks of Gale and Polden's Books

GALE & POLDEN, LIMITED,

The Largest Military Publishers in the British Empire

WRITE FOR COMPLETE CATALOGUE

2 AMEN CORNER, LONDON, E.C.



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

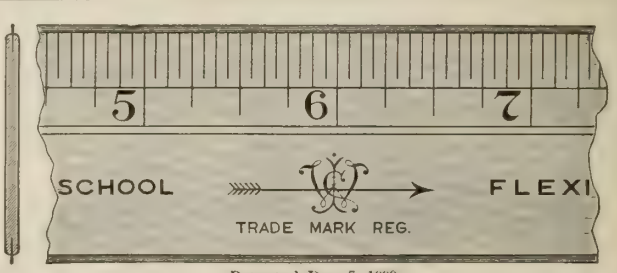
"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other.

You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

RULER MAKERS EXCLUSIVELY

PREPAREDNESS

Have your stock of Seasonable goods ready for the opening of the Picnic and Holiday Season.

These should include—

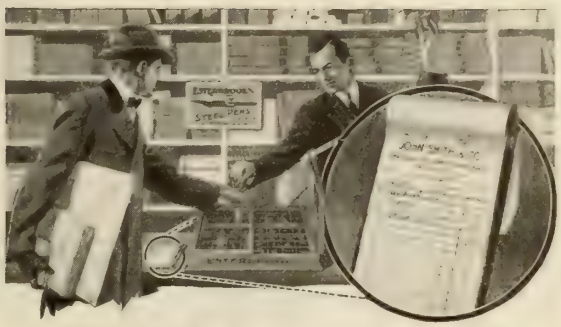
Paper Drinking Cups,
Paper Soda Cups,
Soda Straws,
Wooden Picnic Plates,
Pulp Picnic Plates,
Ice Cream Pails,
Oyster Pails,
Paper Napkins,
Paper Lunch Sets, including Table Cloth and Napkins,
Hygienic Paper Bibs,
Sanitary Packages, including Paper Towels, Wash Cloth, Soap, Drinking Cup, Toilet Paper, Talcum Powder.

All of these goods are in demand during the Summer Season.

Order early and be ready for the opening.

Mail orders given special attention.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing and Wholesale Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



He Came In to Buy Pens—He Went Out With Pens, Paper, Ink, Blank Books, Etc.

The salesman knew that if he used pens, he used ink, paper, pencils, etc.

One suggestion led to another, and the salesman increased his order from 75 cents to $4.15.

Stationers who appreciate the possibilities of thus developing one sale out of another realize what a tremendous influence an efficiently conducted pen department has on their entire business.

The most profitable pen departments are those that concentrate on one complete line, for these reasons:

You tie up less money in stock, save counter space, get maximum display, and make it easier for customers to buy.

To assist dealers in concentrating, there are ten different sizes of Esterbrook Counter Display Cases. Write us to-day for complete information.

Esterbrook Pen Manufacturing Co.
18-70 Cooper Street **Camden, N.J.**

Esterbrook Pens "Easiest to sell!"

Reversible Bank-Note Case
(Patented)



The very best means of carrying paper money. Every bookseller and stationer should stock them. Made in all qualities of leather to retail at 20 cents to 3 Dollars each. Showing a handsome profit.

Prices and particulars sent on application to the actual manufacturers.

D. Harper & Co., Ltd.
Novelty and Fancy Leather Goods Manufacturers.
258-262 Holloway Road - - LONDON, N., ENG.
Telephone: North 1636 North.

Stanford's Compendium of Geography and Travel

Recently Published

NORTH AMERICA, VOL. I.

Canada and Newfoundland

By

Henry M. Ami, M.A., D.Sc., F.G.S., F.R.G.S., F.R.S.C.
Second Edition. Revised, extended, and largely re-written. Profusely illustrated with many new illustrations and maps.

1098 pp., large crown 8vo; cloth, price 15s. net.

New illustrated prospectus of the complete series gratis on application.

London: EDWARD STANFORD, Limited
12, 13 and 14 Long Acre, W.C. Cartographers to H.M. the King

HOW IS YOUR STOCK OF

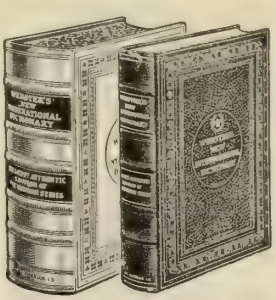
Webster's New International

Dictionary—The Merriam Webster?

Are you prepared to meet the demands of an active season? This new creation is a constant source of accurate information, equivalent in type matter to a 15-volume encyclopedia.

400,000 Vocabulary Terms. **New Gazetteer.**
6,000 Illustrations. **12,000 Biographical Entries.**
30,000 Geographical Subjects. **2,700 Pages.**

Regular Edition: nine bindings.
India-Paper Edition: Buckram and Seal bindings.



Also **Webster's Collegiate Dictionary.** Largest of the Webster Abridgments. 1136 Pages. Regular and Thin-Paper Editions.

Webster's New Ideal, the best of its class.

Webster's Little Gem, most complete of Pocket Manuals.

Write to your jobber for terms, etc., or address

G. & C. MERRIAM CO., Springfield, Mass.

Nelson's History of the War

By John Buchan

Issued in Monthly Volumes

Volume X Now Ready

Contents:

The Russian Stand and the Allied Offensive in the West

Price 45 cents Postpaid

Thomas Nelson & Sons, Limited
TORONTO

Private Christmas Card Booklets

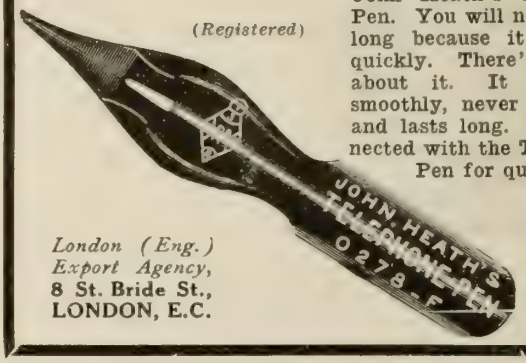
Canadian Representatives wanted for our Famous Series of Xmas Booklets. Highest Commission given. Sent on London References or Cash with Order. Sample Books Free of Charge.

Marvellous Value in Xmas Autograph Booklets. $3 to $100 parcels supplied, equally assorted with cards to sell at 5c, 10c, 15c and 20c each. We have a variety second to none in England, and undoubtedly the best value obtainable.

Send your enquiries to the LARGEST MANUFACTURERS of PRIVATE CHRISTMAS GREETING BOOKLETS IN ENGLAND.

The Modern Art Publishing Co.
Victoria Works, PRESTON, ENGLAND

HOLD THE LINE



Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

Supplied by all the leading wholesale houses in Toronto and Montreal

The
Prestwich Smallware Co.
25 George Street, MANCHESTER, Eng.

Manufacturers of

Galloons, China Ribbons, Linen and Cotton Tapes, Electrical Tapes, Silk and Worsted Floss, Webs, Beltings, Prussians, Gold Braid, Twines, etc. Also Advertisement Tapes.

Telephone No. 3862 City
Telegraphic Address; "Smallwares, Manchester"

VALENTINE'S SERIES
POST CARDS FAMOUS THROUGHOUT THE WORLD

The Valentine Company's Book Toys

Favoured by Queen Mary

Her Majesty spent considerable time examining exhibit at British Industries Fair.

Following is the text of a letter received by Manager Banks of the Canadian Branch from Harben J. Valentine, Esq., President of the Company:

> "We have pleasure in informing you that at our exhibit at the Board of Trade British Industries Fair, our show had the honour of being specially visited by Her Majesty the Queen, and was the only exhibit in our lines of manufacture which received this attention. Her Majesty spent a considerable time examining our goods, and purchased a number of articles. She had already purchased our patent Dolly Books a year ago, and selected some new patterns which she had not had, saying that they were a very amusing series. She also purchased some Wheel Books and Puzzles."

The Dolly Books and Wheel Books are representative numbers in a wide range of Book Toys, viz.:

5c. Cut-outs for Children's Stockings
10c. Rocking Books
15c. Books on Wheels
15c. Dolly Books
25c. Dolly Books } **Have expression heads like dolls.**

Liberal discounts off, making the best Book Novelties ever offered.

Valentine & Sons United Publishing Co., Limited

MONTREAL **TORONTO** **WINNIPEG**

Makes Selling Easier

Walker Fixture Service



The Walker Equipment helps you and your selling staff to reach the maximum in sales.

This equipment makes buying easier for your customers and oftimes sales are doubled because customers see the **very thing they wanted** effectively displayed.

Maximum Business

The best stores in the Dominion are assisting their selling force and producing maximum business through the Walker Service. Walker's is the recognized standard in store equipment.

Send us your floor plan, stating requirements. We will make up sketches and quote on any line of equipment.

The Walker-Bin & Store Fixture Co., Limited

Manufacturers and Designers of Modern Store Equipment

BERLIN, ONTARIO, CANADA

WE don't sell everything you sell. But what we do sell is right in price and is a seller. See our line when traveller calls and when you visit Toronto come and see us.

LINES WE ARE MAKING AND SELLING

Post Cards, Booklets, Calendars and Novelties for Christmas and New Year.

Post Cards for every conceivable purpose and occasion, including a big line of brand new Comics.

Pennants, Cushions and Souvenir Novelties.

Patriotic Pennants with name of Battalion. These have made a big hit with the "boys in khaki" and their friends.

Patriotic Calendars in Art Process on felt to retail at 10c to 35c each. These had a tremendous sale for Xmas, 1915, and we are showing a big line of new designs.

Patriotic Banners to hold a post card photo. Selling in large quantities. Made with Battalion names.

Emerson Phonograph to retail at $5.00.

Emerson Records to retail from 15c to 35c.

Toy Phonograph with record that can be retailed at $1.00. These will have a tremendous sale.

Swagger Sticks, Canes and Whips.

Military Mirrors, Soldiers' Money Belts and Button Sticks.

Purses, Wallets and Playing Cards.

Patriotic Buttons.

Persian Ivory Jewellery.

Souvenir Glassware.

Steel Erector Toys to retail from 15c to $5.00.

Think and Make Toys to retail at 35c.

Specials in Toys.

A Big Range of Novelties and Specialties.

PUGH SPECIALTY CO., Limited

38-42 Clifford St. - Toronto, Canada

Soldiers are demanding Text Books

Here are two which will fill a long-felt want.

Get them on your counter.



Machine Gun Hand Book, by Captain A. H. Bibby, C.E.F., applicable to the Colt and Lewis Machine Guns $0.45

The only work published on the Machine Guns used by the **Canadian Expeditionary Force.** It contains sixteen illustrations and two full sectional views of the guns.

The Complete Guide to Military Lectures, by Captain W. B. Wood, specially compiled into questions and answers for examinations, by Lieut. F. J. O'Leary $0.50

Two practical books which have had a large sale in Winnipeg and other Western military centres.

One Battalion took two hundred copies of Captain Wood's Lectures.

WESTERN NEWS AGENCY, LIMITED

WINNIPEG, MAN.

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. APRIL, 1916 No. 4

IN THIS ISSUE

The Toy Conference and Exhibition
Exhibition Proposed to Embrace Other Industries
Difficulties of British Book Trade in Canada
About Retail Advertising
Some Thoughts in Window Trimming
Ontario Library Association
Extended Reviews of Important Books
The Best Selling Books in Canada
The Month's Record of New Books
New Goods Described and Illustrated
And Many Other Editorial Features

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President — H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager — T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J Dodd, Director. Telephone Central 129600. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

APRIL, 1916

Vol. XXXII—No. 4

Helping to Foster Anglo-Canadian Trade

MacLean's London Manager Now in Canada



E. J. DODD.
Managing Director of The MacLean Company of Great Britain. Now in Canada in the interests of British-Canadian trade.

E. J. Dodd, Managing Director of the MacLean Co. of Great Britain, is on an extended visit to Canada in the interests of both British and Canadian manufacturers. His intention while in Canada is to call on Canadian manufacturers interested in the question of a British market for their products; and on Canadian manufacturers' agents representing or willing to represent British manufacturers.

Mr. Dodd has been in the service of the MacLean Publishing Co. for thirteen years, four years of which were spent in Canada. For the past nine years he has been in charge of the London office of The MacLean Publishing Co.

Mr. Dodd is an Englishman by birth, and knows his own country as he knows his own countenance. His acquaintance with British exporting houses is a very wide and intimate one; likewise his acquaintance with what Britain can use of Canadian production.

The war has brought about entirely new trade conditions, and inter-Empire trade is bound to expand enormously and permanently when peace comes. It is with a clear perception of what should be done now that Mr. Dodd, with the full approval of his principals, has come to Canada, to confer with all who may wish to know the mind of an acute observer, a clear thinker, and an extraordinarily well-informed man on matters pertaining to British-Canadian trade.

Any business firms, readers of BOOKSELLER AND STATIONER, wishing to communicate with Mr. Dodd, should address him as follows: E. J. Dodd, c/o MacLean Publishing Co., Ltd., 143 University Ave., Toronto.

Editorial Chronicle and Comment

FOR A GREATER EXHIBITION

THE Toy Conference held in Toronto on March 28, with the exhibition which is still being carried on, suggests augmented manufacturing possibilities, not only for toys, but many other products which were imported from enemy countries previous to the outbreak of war. Already arrangements are being made for an exhibition of hardware products. Why not an exhibition of the associated lines going to make up the stock in trade of the average Canadian book and stationery store?

For that matter why not one mammoth trades exhibition, comprising all classes of merchandise, on the plan of the big British Industries Fair, inaugurated a year ago by the British Board of Trade. Such an exhibition could be advantageously promoted by the Associated Boards of Trade of Canada and if Sir George Foster will have the Department of Trades and Commerce lend the same enthusiastic endeavor in this movement as in the case of the Toy Conference and Exhibition, it will go far toward making a general trades fair similarly successful.

The very ease with which the toy fair was evolved is sufficient to convince us that a like response would be manifested in the case of other branches of commercial enterprise.

Coming back to stationery again, using that word "stationery" in its broad term, there are many lines not now made in Canada which could be profitably manufactured in this country and proper encouragement at the hands of a paternal government, together with patriotic co-operation by the tradesmen and the consumers of Canada would make this desired result a reality instead of only an optimistic, commercial dream.

CANADIAN AND BRITISH BOOKS

ON another page in this issue will be found an article on the question of British Books in Canada, setting forth a series of questions put to the Canadian retail book trade by Henry Button, who has taken this action on the assumption that if English books are to survive in Canada, it must be done by means of co-operation on the part of Canadian booksellers. Mr. Button, in his letter to the trade, dwells on the increasing costs of manufacture arising out of war conditions as well as the enormously increased ocean freight rates and other attendant circumstances advancing laid down costs of English books.

Mr. Button's action has a larger meaning than the direct influence bearing on "Everyman's Library" and the other publications of the concern with which he is identified. Therefore, the questions he puts up to the Canadian trade affect all British publishing houses and all British books. Especially interesting is the question, whether, in view of further advances which seem certain, it would not be preferable to substitute Canadian currency for sterling in the prices printed on the jackets.

This will probably raise objections in some quarters to the effect that that simply aggravates the case by still further enhancing the cost of production, but it seems to BOOKSELLER AND STATIONER that the members of the Canadian book trade would warmly welcome this change and be cheerfully willing to bear the slightly advanced cost of this Canadian pricing and this action could be depended upon to strengthen the position of British books in Canada.

The patriotic appeal in Mr. Button's letter to the trade is a feature that will doubtless strike a responsive chord. The columns of BOOKSELLER AND STATIONER are open for a general discussion of this big question.

THE NEW SHAKESPEARE

THE New York *Times'* Shakespeare supplement that is in process of production now, represents a real achievement in the literature of the day, combining as it does, sympathetic and analytical criticisms of the poet's work from the pens of the most gifted students, actors and men of letters of our time.

It is not so much that anything new is added to the existent Shakesperean literature, but that new light is shed on old views of a subject which is now rejuvenated and lit up by the scintillating brilliancy of another generation of great minds, stimulated by the great war to a new insight a deeper appreciation of an art that has for us to-day a meaning unsuspected two years ago. It is as though a diamond which we had long admired as it lay in the warm sun of friendly public opinion, reflecting its varigated brilliancy from a score of points, had been turned over, exposing to the gaze a new set of hither-

to unsuspected facts as well as giving light from a new angle on the old familiar ones.

Amongst them all, no more astonishing comparison has been made than that of Benjamin De Casseres, wherein he compares the poet to Thomas Hardy as co-equal in a quality of mind. He says: "There is only one man that I know of whose subtlety of mind has so clearly apprehended the interdependence of all things as Shakespeare's—and that is Thomas Hardy. Shakespeare and Hardy possess in almost equal degree the sense of subtle stupendities and stupendous subtleties. There are no great laws; there are infinitesimal links that chance fastens together, but may break at any moment. The great tragedy of Othello is built up on the airiest trifles, nothings, ripples on the surface of the Moor's consciousness. Shakespeare knew that the almost nothing is the nebulae of human as well as sidereal cataclysms.

"The earth should be renamed Shakespeare."

LITERATURE AFTER THE WAR

IN summing up the present dearth of great literature of this our war period, the New York *Times* reviewer hazards the interesting conclusion that it is the very wealth of material at hand to-day that bewilders and lessens the activities of the writing temperament. And to support that conclusion the opinion of George Haven Putnam is quoted in the following words: "I judge from my personal correspondence, and from the reports from our London house, that the authors, or at least many of the authors, are finding it difficult to utilize their imagination and their vitality for the production of books and particularly of what is called lighter literature, when their thoughts are absorbed in the problems of the war and in the perils and apprehensions that each week brings. There has certainly been a material decline in the number of important works of fiction and in the entire production of fiction during the last eighteen months."

The conclusion is obvious and as interesting as it is obvious: that with the cessation of a war, the greatest of all time, we may expect to see in our generation a literature, sprung from the very bone and marrow of a people that may also perhaps be the greatest of all time.

The thought throws open to us a field of speculation as glorious in its opportunities as it is limitless in its possibilities.

MOVING THE WHEAT CROPS

ACCORDING to reliable estimates recently issued there are yet to be moved from the West between 100,000,000 and 115,000,000 bushels of all grains, although these figures chiefly represent wheat. The present rate of movements averages some 500 cars a day passing through Winnipeg.

TOY INDUSTRY A PROMISING ONE

ONE of the results of the conference and exhibition of toys by Canadian manufacturers referred to elsewhere in this issue will be to demonstrate the excellent promise which the industry has. Great interest has been taken by large numbers of people in the display which has been organized under the Department of Trade and Commerce and which is being held in Toronto. Canadians are confident that the manufacture of many lines of toys can be carried on in Canada just as well as in Germany. From the quality and variety of toys exhibited, there can be no doubt about this. In almost every case where Canadians have turned their attention to the manufacture of toys they have been able to turn out an article equally as good and in many cases superior to the foreign-made product. There is some substance about the Canadian-made toys. German goods seem like flimsy, shoddy articles in comparison.

Excellent progress has been made in the toy-making art in the short period of time that it has been given attention. In the making of dolls the foreign manufacturer has had many years of experience. After only six months on the work, Canadian manufacturers are turning out goods that will bring delight to the hearts of the doll users.

It is characteristic of the Canadian-made goods that they appear durable. It is stated the prices on most lines will be equally as low as those formerly charged for German toys. The exhibition has been a revelation to many. Credit is due the Department of Trade and Commerce for helping to focus attention on an infant industry by the organization of such an exhibition. Canadian manufacturers should not be content until they are able completely to supply the local market. If the quality of their goods is maintained, they should in time be able to reach into the export market.

Sir George E. Foster, Minister of Trade and Commerce, assured the toy makers of Canada that they could feel confident that all reasonable protection would be granted by the Government to this new industry. The makers have interpreted this as meaning that a tariff sufficiently high will be imposed on foreign-made goods to keep them out of the Canadian market. This assurance is timely and will give the manufacturers confidence to press forward in the development of the industry.

While this assurance has been given toy manufacturers should see to it that the tariff wall is not made a barrier to hinder the development of the industry or to secure higher prices than will represent a fair profit to the manufacturers. Once this industry is properly under way in Canada there is a field sufficiently large in the present and future to warrant the manufacturers having a conscience in the matter of prices and in giving the best article possible for the money.

Canada's First Toy Conference

Exhibit of Toys Under Auspices of Department of Trade and Commerce Shows Great Possibilities for Canadian Manufacturers—Sir George Foster Present at Opening—Makes Important Announcement

A START has been made in the direction of linking together the various interests connected with the toy industry in Canada for the purpose of developing it to take advantage of the immense field thrown open as a result of the war. A strong organization of manufacturers and buyers was effected at the opening session in the Royal Bank Bldg., Toronto, and the foundations were laid for a growth that is expected within the next year or two to reach enormous proportions. In other words, Canada in this industry is preparing to appropriate to herself the commerce that lay mainly before in the hands of Germany and to this end some of the industrial methods will be employed that gave to Germany her undisputed supremacy in so many directions previous to the war.

More important than the organization of this one industry, however, was the announcement made by the Minister of Trade and Commerce, the Hon. Sir George Foster, who presided at the conference, that the toy makers might be assured of all reasonable protection that could be granted by the Government in order to prevent the business from passing again into the hands of Germany. This statement was a general one, and may be taken to apply to all other lines of industry, and to include in its scope not only the Government of Canada, but of all the members of the Entente. This statement should set at rest the serious misgivings that have heretofore checked the development of industries not only in Canada, but in Great Britain and all other parts of the Empire.

Annual Toy Fair in Canada

At the Toy Fair not only was there a combined committee of manufacturers and buyers appointed, and organized, but it was decided to hold an annual toy fair, which the buyers from all over Canada, and it was hoped, the United States and Europe, would in time attend. An attempt will be made to have the basis of manufacture brought down to a more definite ground through having orders placed as far in advance of the season of delivery as has been done in the past in connection with the big fair at Leipsic. The manufacturers were impressed by Sir George and by the buyers who spoke with the absolute necessity of delivering goods in time, and also with the strong feeling there was against the turning out of anything in the form of a "monstrosity." Representatives of two of the largest department stores in Canada pointed out to the manfacturers certain definite lines in which their products now were quite up to the mark required and in other cases where some improvement is needed, and a few others where various conditions made it probably impossible for them to compete successfully with outside countries. In this way the wide experience of the buyers will be placed at the disposal of the manufacturers through the conferences of the special committee that was appointed.

The exhibits and attendance at this opening fair were alike a surprise to all concerned. The exhibits, which will be described more in detail later, showed a surprising variety of toys and also a very commendable quality. The attendance itself was very close to the 200 mark and represented a large number of buyers from the principal cities of Ontario and Quebec, while several score of manufacturers were represented. The first week of the fair is being devoted to trade and the second week it will be thrown open to the public.

Work by Soldiers and in Schools

Some important developments may be expected in regard to the area of manufacture. It is intended to have a certain amount of the work done in the homes, possibly in the schools, and also to bring in the services of as large



View of Room No. 2, First Toy Exhibit of Canada, showing Fine Exhibit of Dolls. The exhibit of dolls most creditable.



View of Room No. 3, First Toy Exhibit of Canada, showing mechanical toys and design of soldiers in trenches. This latter scene was worked out with great care and minuteness.

a proportion as possible of the returned soldiers. Already steps to this end have been taken in connection with the Handicrafts Council of Quebec, which was represented by its president and secretary at the conference.

In his opening address Sir George Foster expressed his pleasure at the cordial response which was made to the efforts of his department.

"Canada possesses every essential for the production of toys, not only for her own use, but for export as well. This matter should be taken into calculation in connection with the work of organization."

Does Not Believe in Monstrosities

He urged the toy makers to think not only of the financial benefit to themselves, but of the human side; they should endeavor that the child life in Canada should not be barren and unprofitable, but should be full of delight.

"I do not believe in toy monstrosities," he said, and was cheered. "Let us keep monstrosities and aimless things out of the toy business." Toys might be made one of the finest fields in the education of the children of Canada. The best kind of amusement for old and young as well does not simply amuse, but invokes something which is higher than amusement. The idea of killing time he would like to see "banished to the lower Hades."

"No man has any business to kill time in this country. Canadian toys should not only amuse, but educate and instruct and have in them also something of a national flavor."

"The making of toys is an industry that might be extended from the factories to the homes and the schools, as is done in parts of Germany and Austria," he said. Work could even be done during the long Winter in the farm houses, but care must be taken in all these directions to avoid the growth of sweat shops. There was also great work to be done in connection with providing employment for returned soldiers, and the toy industry opens up great possibilities for this.

Sir George assured the makers that he had received a large number of communications from ladies in Canada, whose interest had been aroused in Canadian toys for Canadian children, and this interest, if developed, would prove of great advantage to them in disposing of their goods.

P. H. O'Neil brought his 21 years' experience in connection with the toy department of the T. Eaton Co. into his address. He opened by expressing the wish that the tariff could be made so high against German goods that none could be got into Canada after the war, a sentiment which brought enthusiastic applause. He hoped that this was the first of a long series of toy fairs by which toy buyers would be brought to Canada from all parts of the world, and that it would mean that toys previously bought in Germany would be purchased in Canada.

Dolls the Most Popular of Toys

Dolls are the greatest in demand of all toys, he said. The doll industry in Canada had been a decided success and all the parts are now being made here. Some of the heads are made of a secret composition, some of wood pulp, and a third of celluloid. Celluloid dolls have not yet been made in Canada, but other celluloid products were being brought out in West Toronto, and he believed that they could make dolls there of celluloid that would put those bought formerly in Nuremburg "clean under in price." (Applause.)

No China or Bisque Heads

"I don't think we can manage china and bisque dolls' heads. These must be imported. It is a matter of a par-



Group photograph of Sir George E. Foster, Minister of Trade and Commerce, and editors of the Maclean Publishing Company after an interview with the Minister at Canada's First Toy Conference. From left to right are: H. S. Eayrs, associate editor of "Bookseller & Stationer", H. H. Black, editor of "Dry Goods Review"; F. I. Weaver, editor of "Bookseller and Stationer"; G. D. Davis, editor of "Hardware and Metal"; Sir George E. Foster, Minister of Trade and Commerce; J. G. Lucas, associate editor of "Hardware and Metal."



View of Room No. 4, First Toy Exhibit of Canada, showing children's cars, dolls' beds and metal toys.

ticular kind of sand that is required. There are only two countries that manufacture these—Germany and France. England can, but does not. Her manufacturers were afraid that after the war the business would revert to Germany again.

"We must continue to import these bisque and china heads, but all the bodies should be made in Canada."

Mr. O'Neill believed Canadian manufacturers could obtain the home market and also export goods. Toy furniture and building blocks were being skilfully made in Canada, and rocking horses with steel frames and papier mache bodies. He complimented the makers on the success of this line.

So far as mechanical toys are concerned the dies for making these are costly. Some are being turned out by Canadian manufacturers, but the only nation that could do so successfully he thought were the Japanese, where 10c of labor represents practically $1 in Canada. The Japanese prices on these goods, however, were going to advance 25 per cent.

Methods for Manufacturers

First.—German toys were never brought out in quantities until orders for these were taken in advance. The Leipsic Toy Fair was held on the first of March, and orders were received here before the goods were turned out. This should be the system in Canada. This would greatly minimize the risk of the manufacturer and it would be easier to interest capital with a sale assured before the goods were manufactured.

Second.—Manufacturers should ascertain exactly the cost of production and allow a reasonable profit. Two mistakes were frequently made by toy makers—one that the prices were too low, and the second that the prices were too high. The evil effects of both were obvious.

Third. — The manufacturer should deliver his toys on time. "Nothing kills business more quickly than the failure to deliver on time. If you deliver on time you get your money and possibly a repeat order. It is far better to be a week too soon, than one day too late."

Dealing with work by children, Mr. O'Neill thought that although the movement in Germany lately had been more towards factories, that children could work one or two hours a day. The toy industry could be carried on to a certain extent in the country during the winter.

Mr. Burton, of the Robert Simpson Co., who also has had a large experience was also very practical in his suggestions.

The toy makers of Canada, he said, should strive for perfection in form.

"My experience is that a monstrosity is not a seller." "A thing of beauty is a joy forever," was never more true than in connection with toys.

Plush and Felt Animals

"A large field lies before the Canadian toy maker in plush and felt animals, but attention must be paid both to the style and to the stuffing. Mere size is not valued by the child in the stuffed toy."

Musical toys, could, he said, be gotten out in Canada.

A very interesting statement was made by the president of the Canadian Handicrafts Guild of Montreal, Mr. Doble. It was in Quebec, he said, that the first attempt to plug up the hole against Germany was made, and he hoped it would be so well plugged up that no more German toys would come into this country.

Some very interesting statements were made by Mr. Doble as to the ready response made by the public to the toys that were turned out by the Guild, and also to the surprising ingenuity shown by the children of Quebec in devising new toys. A competition had been held last September, and a second one is being arranged for May. All of those shown by the Guild were handmade toys, and arrangements were being made for lecturers to go around to the different centres instructing the people on methods of toy making.

Mr. Doble also recommended the making of toys by returned soldiers.

"Perhaps this movement marks the passing of outrageously expensive toys in Canada," he declared. "We are teaching our people to live on a more moderate scale, and should accustom our chidren to get rid of extravagant ideas in toys such as they have had of late." He concluded by inviting the toy people down to Montreal after they had been set up in Toronto, "especially after it goes dry." (Laughter.)

Just as the conference closed a short statement was made by Sir George, summing up the points dealt with by the various speakers.

"No man but the finance minister can tell what the



View of Room No. 1, First Toy Exhibit of Canada, showing Children's Sleighs and other articles.

duty on toys will be," he said, "and he never tells before he delivers his budget speech."

Promised Tariff Against German Goods

"But, you may depend on it, that the British Empire has had its eyes opened with reference to a war campaign that has been going on for many years under the guise of a peaceful movement." The Germans were getting the domination wherever it was possible with a view of being masters in the end. The British Empire had not understood this movement, but it did now.

"You may depend upon it that so far as reasonable, anything necessary will be done to guard against an unreasonable invasion of our economic system, and our productive interests will be looked after and guaranteed by the Government." He did not think that any attempt to veto action taken by the Imperial Government would be made in Canada.

He assured the toy men that the industry would be aided by the Government "to every reasonable extent," and he felt they did not want it supported to an "unreasonable extent."

The convention was addressed also by T. B. Kidner, secretary of the Military Hospital Commission, to describe the work which is being done for 1,300 soldiers already in convalescent homes in Canada. Efforts were being made to provide some vocational training for these men.

Showing Toys at Fall Fairs

An effort will be made to have certain space set aside at the Canadian National Exhibition in Toronto each year for the showing of Canadian toys and also at a number of other of the larger fairs. In this way it was felt that the people of the country would have an idea of just what is being done and that this would help to popularize the products of Canadian industry.

Some New Lines

Some new ideas were exhibited perhaps for the first time. They show in a measure the practical bent of the Canadian mind, and give evidence of the desire to see that the children are learned to be builders in their playtime. One of this class of toys is being exhibited by a Toronto firm in their manual construction building sets. From these small building slats it is somewhat surprising to see the number of houses, elevators bridges, forts and towers which it is possible to erect. Another is a new mechanical wood toy which will be put up in small tin boxes in a take-down form, but which is capable of being put together in many different varieties of toys. For instance, there are the merry-go-rounds, the squirrel cages, the happy-go-rounds, the windmills, the turbines, wrecking cars, drawbridges—all of which can be made from the one set. They are made to be sold at a reasonable price.

Retailers are invited to send in photographs of good window displays of toys and also other publicity methods adopted for increasing public interest in this department.

EXHIBITORS AT TOY CONFERENCE

THOS. DAVIDSON MANUFACTURING COMPANY, LIMITED, Toronto.—Tin drums, doll trunks, beach pails, horns, enamelware sets for children, sand shovels, tin horses, dustpans, tin banks and picture cups.

HENRY WISE WOODENWARE COMPANY, Palmerston.—Flexible coasters, coaster sleds in 22 styles, swing chairs, croquet sets, kindergarten tables and baby cutters in a large variety of designs.

VICTORIA TOY COMPANY, Victoriaville, Que.—Children's toy dressers, bookcases, chiffoniers, in the natural grain wood, white enamel, paint and fancy designs. There were also rocking horses, rocking chairs, children's secretaries and writing desks, tea tables in yellow oak, white enamel and fumed oak, dolls' beds, building blocks in boxes with pictures.

GENDRON MANUFACTURING COMPANY, Toronto.—Toy wheelbarows, go-carts, dolls' cradles, sleighs, swing sleighs, bob-sleds, velocipedes, doll carriages, in white, grey, brown wickerware; children's foot automobiles in red, gray and black colors, some of the designs being quite fancy; combination baby's chair and table with counting beads.

CANADIAN BUFFALO SLED CO., LTD., Preston.—Wagons, sleds, Quebec baby sleighs, rubber-tired artillery car, army service cars, children's rockers and morris chairs.

DOMINION TOY MANUFACTURING CO., LTD., Toronto.—Dolls in great variety—boys in khaki, Highlander boys, country lassies, Red Cross nurses, boys' Indian suits, building blocks, dominoes, sailing ships, target and darts.

UNITED STATES MADE ARTICLES.—For the purpose of comparison, toys manufactured in the United States were also on exhibit. These comprised scenic railways with cars and engines, yachts, rubber dolls, balls, whistles and little three-wheel kiddies' car, together with dolls.

FRENCH DOLLS.—A very fine exhibit of French dolls were on display, also for the purpose of comparison. These little make-believes were dressed in very artistic costumes. The dolls too showed the result of many years' experience in their manufacture.

GERMAN TOYS.—A big variety of toys made in Germany was displayed for the purpose of making a comparison. There were horns, tops, harnessed horses, enamelware sets, yachts, engines, cows, mules, lions, sheep, rocking horses and dolls. There was a general cheapness about the look of these toys. They had the appearance of being thrown together simply to get the money. Apparently there was no attempt made at durability. They looked like shoddy articles of an insubstantial nature.

NATIONAL TOY & NOVELTIES, LTD., Toronto.—This firm manufactures in all about thirty different styles of dolls of the unbreakable type, in khaki lads, Red Cross nurses, Highlander lads, sailor boys and Red Riding Hoods. Their display of dolls were quite extensive. They also manufacture a line of doll veranda hammocks.

SOREN BROS., Toronto.—A large variety of metal toy drums in various sizes.

CANADIAN CONSOLIDATED RUBBER CO., LTD., Montreal.—Baby's whistles, toy water bags, rubber bathing caps.

GENUINE PANAMA HAT COMPANY, Toronto.—Display of dolls' hats.

SLAVIC TOYS.—A display of toys used by Russian children was loaned for the occasion by Rev. Dr. Pisek, pastor of Jan. Hus Church of New York City. The variety of the assortment was not extensive and comprised such things as soldiers, swords, little farm lassies driving geese to water. The articles were few and simple in construction.

DAVID SMITH ENGRAVING & LITHOGRAPHING, Toronto.—Games entitled "Fighting with the Allies," and "Hunting the Huns."

TIP TOP DOLL COMPANY, Toronto.—Display of dolls in quite a variety of costumes, such as jockeys, soldiers and clowns.

COPP, CLARK CO., LTD., Toronto.—Games such as checkers, Ups and Downs, cribbage and an assortment of various flags.

JOHN A. CHANTLER & CO., Toronto. — Manual construction building sets, trimmed doll beds, celluloid rattles.

SHIMAMURA CO., LTD., Toronto.—Variety of Japanese-made toys.

RELIANCE TOY CO., Toronto.—Steel aeroplanes, derricks, ferris wheels, dredges, semaphones and bridges.

EMERY MANUFACTURING CO.—Toy cruisers, dreadnaughts, building blocks, toy guns and games.

McFARLANE LADDER WORKS, Toronto. —Rocking horses, go-carts, Teddy bears, wheelbarrows, express wagons, dolls' tea sets, aeroplanes.

TOY PRODUCTS COMPANY OF CANADA, Toronto.—Mechanical wood toys, games, ring toss, gramophones.

SHURLY-DERRETT, LTD., Toronto.—Skipping ropes, sleigh skates, hammocks, soldiers, battleships, beavers.

W. WILLIAMS, Montreal.—Dolls5 tea sets in boxes, bedroom sets in boxes.

E. SKAT PETERSEN, Toronto.—Tin soldiers, showing the various Canadian regiments

MACDONALD MANUFACTURING CO., LTD., Toronto.—Metal packages, novelties, engines, horses, cattle, driving reins, regiments of soldiers, children's reins with bells.

CANADA TOY CO., Toronto.—Three-wheel kiddies' car.

SCHULUTZ BROS. CO., LTD., Brantford.—Teddy-bear rockers, children's pool tables, billiard games, triangleo games, crokinole boards.

IDEAL BEDDING CO., LTD., Toronto. — Dolls' beds.

NEWMARKET METAL TOY CO., Newmarket.—Railway cars, boats, hook and ladder, dump carts, automobiles, elephants. This exhibit caused considerable comment.

MOYER-SHAW MANUFACTURING CO., Windsor. — Cash register banks, children's typewriters, pop guns.

TORONTO WOMEN'S PATRIOTIC LEAGUE.—Monkeys, dogs, cradles, Circus Billy, golliwoggs, Russian dolls, Sister, Susy, Red Cross Nurse, Miss Canada.

Some Problems for Canada

What Other Countries Are Doing in the Fight to Capture the Toy Trade That Was Germany's

In Canada, counting concerns large and small, there are now well on toward a hundred firms making toys. These, of course, include many factories that have commenced the manufacture of toys as a sideline. Naturally, there are as yet very few factories exclusively devoted to the manufacture of toys in this country. In addition to the toy making that has gone forward essentially on the commercial basis, there has been a great deal of effort on the part of patriotic and philanthropic societies and institutions, as a result of which large quantities of toys were made by women in their homes and by men, boys and girls who were out of other employment. Dolls are, of course, included in this general term of 'toys.' The idea of the patriotic organizations is that toy making will lead to the profitable employment of disabled soldiers and a good start has already been made in that direction.

Crippled soldiers were set to work making toys many months ago in England, becoming self-supporting, despite the severe ways in which so many of them had been handicapped by wounds received in Flanders.

In the United States philanthropy and charity have done much toward the alleviation of men rendered almost helpless by various forms of misfortune, toy-making being the relief afforded there as well.

There is room for enormous increases in toy-making in Canada before the volume of toys and dolls formerly imported into this country from Germany is reached and for that reason there need be no fear on the part of people who could appropriate capital for this purpose, that the increasing sale of toys made in the homes will spell failure for such a commercial undertaking. If Canadian capital is not so invested, eventually it will be found that United States concerns will not be slow in bidding for the Canadian toy market, even to the extent of manufacturing in Canada when circumstance make this latter course advisable.

Dolls Hard to Replace

Perhaps the hardest blow of all in the disappearance of toys that formerly flooded the Canadian market was the loss to the kiddies of the popular and creditably produced dolls which came from Germany. As yet the efforts of English, French, United States and Canadian manufacturers of dolls have not succeeded in producing dolls of equal merit, but this will be developed and despite the fond hopes of the Germans that all will be well with their export trade again, when the war is ended, it is a certainty that they will never again enjoy anything nearly approaching the toy trade they formerly did with the allied countries and America, not only because of the strong sentiment against German products that has been caused by the war and which will continue long after peace is declared, but because of the systematic and painstaking efforts of the manufacturers in these different countries to satisfactorily replace the German goods. An earnest of the success that is bound to come is afforded by the creditable range of products that have already materialized and it is a significant fact that some of the articles are improvements on their German forerunners, both as respects quality and price.

Switzerland Too

In Switzerland the toy industry has recently been developed to a considerable extent. Various organizations in different parts of the country have joined hands with a view of increasing its efficiency and of encouraging and facilitating the exportation of its products. Important orders have already been filled for France and England. Some firms alone have produced hundreds of new models in wood and in pasteboard, and more are being added daily. The industry is stated to be now in a position to take care of a large foreign demand and to supply many of the needs of the United States.

Japan Makes Strong Bid

Nor must the bid of Japan be overlooked. Japan has been bending Herculean efforts in the production of toys to supplant Germany in the different markets of the world and it is to that country that we shall probably have to look for the production of such articles as "Noah's Ark." Canadian manufacturers will hardly venture to supply such articles as these at the almost ridiculously low prices at which the German makers could lay them down in Canada. But Japan will probably be able to meet this emergency.

Where England Leads

In a good class of wooden toys and tool sets certain British manufacturers, particularly in Sheffield, are supreme and have had the best of the market in these. There are certain lines of games in which they have a good standing also, and recent letters from agents there indicate that they have extended the range of their manufactures so as to embrace many of the lines previously supplied from German factories.

Last year many big concerns were established in Great Britain for toy making and turned out millions of toys. So far did England engage in toy making extensive shipments were exported to America. Tin soldiers of Kitchener's army, tin men of Admiral Jellicoe's fleet, tin soldiers of the French army—the "Joffres," they are called—were greatly in demand for export.

Mechanical Toys

Mechanical toys have been the joy of the nursery for the past ten years, but it was a cause for many tears that a scarcely day-old train or walking-duck might suffer utter collapse and ruin by coming under the foot of its over-eager small engineer. This was a characteristic of all German-made mechanical toys. They were not durable. Made of light metal they soon got twisted and bent out of shape. The present need has called attention to the American-made article, which already enjoyed a certain vogue among those who felt they could afford the higher price. The United States mechanical toy manufacturers use iron and the heavier metals, which require no gentle handling or regardful engineering. There is not, rather unfortunately, the same range of prices as was to be found in the mechanical trains, for instance, brought from the other side of the Atlantic, which ran from 35 cents upward. Canada has here a suggestion for a new trade which should find a local market at least for its output.

Wheeled goods are made between the two countries—the United States and Canada—and have been for such a long time that the market has had no competition to speak of from outside. But if this is so then Canada should be working more industriously than ever to capture a business in things of this kind—wagons, wheelbarrows, etc., for children—outside of the Dominion.

The Constructional Toys

Meantime the hobby of the small as well as the bigger boy of to-day is constructional toys, such as the "Erector," "Meccano," "Model Builder" and others comprising metal pieces, besides many which are made of wood.

How We Do It In Texas

Former Canadian Now With a Galveston Bookstore Tells of Selling Methods in Force There.

(By Alfred Knight, formerly with the Copp, Clark Co.)

WHEN the T. H. & B. train pulled out of the old union depot at Toronto on November the 21st last, with the writer of these lines in the day coach and a copy of Neystrom's "Retail Selling and Store Management" in his grip, there happened something which comes to most all of us some time or other in life—readjustment.

Six years in one house makes one look at everything as through the eyes of that house. New surroundings, new conditions, are the creators of new ideas.

It was not a new experience this breaking of old ties. But it had a new meaning. I left a country of winter snow for one of sunny skies and warm breezes. A country of throbbing militarism due to the great world war, for one whose attitude, though neutral, is more pronouncedly proally than one imagines at home. But enough of personal things. The question is "How do we do things in Texas?"

To begin with we have our problems—they are as multitudinous here as in Canada. There is the problem of getting rid of the most merchandise for the least expenditure and with the greatest returns in investment. Four years and more in retail selling in Toronto and Chicago gave me an insight into problems that confront all of us who have to buy from the other fellow—sometimes what we do not want—to sell to the public what it wants, or thinks it wants, and once in a while when you can get it over—which is not often—what it doesn't want. The retailer is very apt to look upon the wholesaler as something of a nuisance—very often he can make himself so—and the wholesaler in turn, once in a while is forced to deem the retailer something of a conundrum too.

Just by way of explanation: every publisher who issues a worth-while book—there are some you know that are not worth while—expects the retailer who runs a good-sized store to buy twenty-five copies, right off. Now once in a while as in the case of "Felix O'Day," or "The Turmoil," that is a safe buy. Often enough though, the retailer finds himself confronted with something equally good, but which he cannot sell. The author is not so well known, the title spoils it, or some one cause sells ten copies or perhaps five, and the publisher with an eye to large first editions is very much disappointed. We hear a great deal about "on sale" propositions. They are no good except in rare cases. "On sale" propositions are in bad taste. They imply a sort of sneaking unreliability, either on the part of the book, the dealer or the wholesaler. But while I don't like "on sale" business, I do hate to be told when I buy ten books that I ought to have bought fifty. I detest the implication that Mr. Salesman makes against my business sagacity, by suggesting that he knows more about my business than I do.

Salesmen have their troubles. That, of course, is apparent. They are out to sell goods. The house is hammering away at them to push this or go strong on that, and every buyer has to face the machine gun battery of both house and man. The man is not primarily to blame, but the house is. It is poor business for the wholesaler to overload me, and it is poor philosophy for the salesman to suppose he can do that sort of thing twice. We are all human and therefore we all may make a mistake once in awhile. When I look at our stock I have to say with some regret "Someone had blundered." But unlike Tennyson's immortal "Six Hundred" we must "reason why," and that is where your business is going to stand or fall. It will be perhaps on these blunders of the past, part yours, part somebody else's, that your future success will be built. Everyone must have a fair chance and a square deal, and there are publishing houses, and stationery manufacturers who are conducting their businesses along these lines. There are lots of them—lots of all kinds, too many I sometimes think, but if all were as far-seeing as some of the stronger, older established houses are, there would be no complaint.

How do we buy? We buy in small lots and often, price cuts for quantities except for staples are of no attraction to us, that is where you ought to line up Mr. Retailer. It is better to buy 3 copies of a not too popular book from your jobber than to buy 25 or 50 copies from the publisher who gets angry with you if you don't. If on the other hand a really big book or a very saleable line of papeteries or correspondence cards are offered at a good reduction in quantities, well you know who the fool is, if advantage is not taken of the opportunity offered. There is always room for business horse sense.

How do we sell? That is a problem isn't it? If the line is a particularly attractive one we display it. It sells itself. If it is something that isn't over popular, we endeavor to talk our customer up to the popular point, and then leave it to them. But there are lots of ways to do business, and more business too. Advertising costs money and therefore we do not do much of it. We do a little, but to be quite candid about it, it doesn't pull. What does pull, is the advertising of the manufacturer and the publisher in the magazines and periodicals. We make use of these magazines too, in a very quiet but effective way, by inserting postcards of new books in them. Last month we had several advance orders before publication, for a comparatively unpromising book, just through this medium. We also find that a circular sent out with statements is a means towards adding to our sales though not as much as we should like.

The telephone is a good medium in a city or town not too large. How do we do that? listen. We get one of our clerks, preferably a lady, to call up a list of our customers on the phone. This list will vary according to the article to be sold. It is not well to advertise in this way more than once a month or the novelty wears off. We are going to feature the new Harold Bell Wright book that way. We tried it on a magazine subscription for ladies, last month, and in a city of 40,000 people we secured over 900 subscriptions. Not bad was it? Of course it was lots of work. Did you ever get any real business without that?

Our very best advertising medium, the one that pulls best and hardly ever fails, is the show windows. We get more returns, percentage returns, on our window display than from any other source by which we try to reach the public. Only last week we featured cook books, dictionaries, and useful books for carpenters, mechanics, etc., in one of our windows, and our sales on cook books alone were trebled, while dictionaries, which are always good sellers with us, made a wonderful spurt. We have had the same experience with kodaks, writing tablets, draughting materials, fifty cent novels, and in other lines. It pays.

And now after all this, what is there of suggestion in these lines for you Mr. Retailer? Simply this. If we are going to get business we must get after it. It will not come to us of its own volition, save in rare and extreme cases. The problem that we must solve is what to buy, when to buy, how many to buy, and in some cases where to buy it, and following that is the problem. How to sell it, when to sell, and what to do with it if you can't sell it. The latter is a hard problem, price reduction doesn't always solve it, nine times out of ten the only thing to do is to write against it "dead loss," and throw the stuff out in the lane or give it to the charity society. You can't give the public poor goods even at a reduction

without incriminating yourself. It's bad business to do that. The only way to make a business pay is to make it honest. The only way that you can make it honest with profit is to buy at all times with unprejudiced judgment, conservatively when you are not sure, and liberally when you are sure. Yes, you'll make mistakes, and so will the other fellow, but in the long run you'll make good and you will go to business with the fine spirit of relish that is so dear to all who love our work as we do our own souls. As "Grape Nuts" would put it "There's a reason."

DEATH OF EDWIN MOORE

Edwin Moore, head of the Moore Push Pin Co., of Philadelphia, died on March 16, the result of being stricken with a severe attack of the grippe on February 9, developing heart trouble, to which he succumbed.

Mr. Moore, by his kindly Christian qualities and exemplary life, had won the highest regard of all of his employees and associates. No matter how depressed with cares and worries of his own business, he always had time to encourage the other fellow.



The Late Edwin Moore

Mr. Moore's success in life has been due entirely to his own energies and determination to succeed. He entered Princeton, not knowing whether he would have money enough to graduate, but by his perseverance and determination, finally worked his way through and graduated with honors and the degree of Civil Engineer. He then entered into the photographic business in Newark, N.J., and while in the photographic business conceived the idea of the glass Push-Pin which he constantly wanted to use to hang up films to dry.

He started in 1900 to manufacture Push-Pins for the trade with a total capital of $112.60 in a room not more than 10 x 12 feet. He would make Push-Pins one day and go out and sell them the next day in order to get money to buy material to continue manufacturing. His first orders were very small, amounting to only two or three dollars and by persistent work he finally brought the Push-Pins to the notice of the Eastman Kodak Co., who gave him an order for $1,000 worth. This was the first big step in encouraging Mr. Moore to make for Moore Push-Pins, a world market.

Mr. Moore was a strong believer in judicious advertising in both trade papers and national magazines, and by using the mediums of the highest possible character, has been able to realize his ambition of seeing Moore Push-Pins on sale in every civilized country.

The business succeeded so well that three years ago the Company, of which Mr. Moore was the head, purchased their own factory at Wayne Junction, Philadelphia, where more than eighty persons are employed manufacturing the various articles marketed by the firm.

The principles laid down by Mr. Moore have been found so sound and satisfactory that the business of the Moore Push-Pin Co. will be carried on on the same lines as in the past.

In the 5c to 25c Department

Increasing Interest in the Possibilities of Developing This Branch of the Business

THAT greater interest is continually being displayed by booksellers and stationers in Canada in the possibilities of a department devoted to various items of merchandise to sell at five to twenty-five cents each, is evidenced by the numerous enquiries that reach the editor each month for information as to different suggestions made and goods mentioned in BOOKSELLER AND STATIONER dealing with this branch of the business. Last month, for instance, there were enquiries for a great variety of items, most of them being in reference to low-priced talking machines suitable for use in selling the little fifteen-cent phonograph records which have become so popular, many thousands being sold in the syndicate 5-10-15c stores. Information was given through BOOKSELLER AND STATIONER'S Service Department to subscribers regarding such goods as artificial flowers, baskets to retail at five to twenty-five cents each; various household brushes for sale at similar prices; manicure pieces in assortments of six dozen in display case for selling at 15c each, as well as new toys and novelties.

While the advertising pages frequently present information about new propositions in the way of merchandise suitable for the five to twenty-five cent department, it sometimes happens that news is presented in a general way referring to interesting items, without reference being made to the manufacturers or the jobbers who distribute them and such items do not always happen to be advertised in the same issue. Subscribers should not hesitate, in that event, to communicate with the Service Department which is ever ready to assist the retailers in the way of putting them in touch with good selling lines that will help to make their business more profitable.

Some New Lines

The attention of the trade is directed to the possibilities of specialties made of "Nicolene," including such items as match holders, whisk holders, ash trays, thermometers, brush and tray sets, cuspidors, photo holders and many popular selling items coming under the head of five to twenty-five cent goods. Window and counter displays of these will drum up good business.

Attention is directed also to the possibilities of such novelties as imitation leather pennants, cushion tops, pouches, card cases, desk and counter mats, coin cases and bill-folds. There are always some people who want "a lot for their money." Unquestionably they would be better off buying goods made of real leather but the dealer does not lose sight of the fact that there is a real and persistent demand for cheaper goods nor should they forget that their sale yields a good margin of profit. If the imitation leather goods are stocked, there is the additional advantage of giving the customer the choice of buying these or getting better value by purchasing genuine leather goods.

A good line of merchandise that will enable merchants to create new business, comprises cartons made of cardboard for various household uses, such as clothing, laundry, lunch, confectionery and for the use of merchants for the accommodation of sundry items of merchandise, hats, flowers, cakes, etc. There are many small boxes coming in the five to twenty-five cent class of goods, but of course the very large sizes are more expensive.

News of the Trade

Beamsville, Ont., March 16.—Harry Robinson is opening a stationery store here.

The Radbridge Company, of New York, has been reorganized and incorporated with $25,000 capital.

J. B. Hay, of London, Ontario, and George Wood, of Ingersoll, Ont., were among the visiting buyers in Toronto for the spring import displays and the toy fair.

Henry C. Bainbridge, president of Charles T. Bainbridge & Sons, Brooklyn, N.Y., the exclusive manufacturers of crepe paper specialties, died suddenly on Thursday, March 9.

Vancouver. March 30.—The new department store of the Hudsons Bay Company at Vancouver, is now open. The book and stationery department is in charge of G. Sewell, formerly with David Spencer, Limited, of Victoria.

Sault Ste. Marie, Mar. 18.—The Woolworth Company opened a 5-10-15 cent store in this city on St. Patrick's Day, the opening day being devoted to showing the goods, not selling. The actual opening for business took place on the following day.

Edmonton, Alta., March 31.—W. Noble, formerly manager of the book department of the Douglas Company, of Edmonton, is now in charge of the School Library Department in the Alberta Government's Department of Education.

J. G. Oliver, of the staff of Thomas Allen, Toronto, spent a few days in Chicago early in April on business for this house which takes care of the Canadian business of the Chicago publishing houses of Rand, McNally & Co., and M. A. Donohue & Co.

Among the recent trade visitors to Toronto were Miss Thompson, head of the Book and Stationery Department of the Hudson's Bay Company's Calgary store and G. Sewell, manager of the book and stationery department of the Vancouver store of the Hudson's Bay Co.

Owen Sound, Ont.—G. C. Seibert, formerly sales manager, of the novelty department of the Schultz Bros. Co., Brantford, has joined the staff of Galbraith & Co., Ltd., of Owen Sound. The company's plant is now being equipped to manufacture toys and other goods formerly imported from abroad.

Brandon, Man., Feb. 25.—Arthur Lloyd, the proprietor of the Brandon, Man., News Agency for several years, has enlisted with the 79th Battalion to take a position in the Quartermaster's office. Lloyd has been prominently identified with the stationary and news vending business here for years and has a wide circle of friends here who wish him every success in his new and patriotic undertaking.

Waterous, Sask., Mar. 25—E. C. Sparrow, of Spokane, Wash., will open a store here to be known as the Waterous Bazaar. A stock of goods will be carried ranging in price from 5c to 25c.

W. W. Gibbings is in Canada at present in the interests of the London publishing house of Sampson Low, Marsten & Co.

E. S. Fowkes, has left for Winnipeg on his spring trip, in the interests of the Copp, Clark Co., and will proceed through the West to the Coast. He is exhibiting even more than his usual enthusiasm as this year a meritorious list of books is backed up by an exceptionally bright general business outlook.

EXHIBITIONS OF IMPORT LINES

Good evidence demonstrating the improved condition of trade is the increased number of buyers at the spring exhibition of import goods in Toronto, and the salesmen are wearing smiling countenances these days because of many goodly orders booked. The same is true of the men coming back to Toronto from their first long trips this year. Invariably the story is the same—"big business," with the danger of not being able to fill all wants the only drawback.

Bookseller and Stationer was greatly impressed by a visit to the fine import display of the Copp Clark Co., which is most comprehensive in its scope. In holiday books, particularly the fine editions in color, there is a distinct improvement over the new offerings of a year ago and the whole exhibition of books is marvelous for its scope and variety of offerings, running the whole gamut of the classifications of books sold in the book-s. ops.

The showing of stationery and other lines is also most comprehensive. In the holiday papeteries some most meritorious artistic conceptions are shown, and it was interesting to learn that some of the particularly attractive boxes were of Canadian manufacture and design.

Games of Canadian manufacture were prominently shown, made in this firm's own factory. This line has been considerably extended as has the showing of toy lines among which was noticed the interesting Meccano display, a number of intricate models having been constructed for this display.

In the department of art publications this exhibition is especially strong with most extensive lines of Christmas and other greeting cards, calendars, while the sheet picture showing is most extensive, embracing numerous most engaging subjects.

MENZIES' SPRING SHOW

At the warehouse of Menzies & Co., a feature of the spring show is the elaborate showing of the Erector constructional toy line. Some stupendous models are on exhibition showing the wonderful possibilities of this metal builder, for which Menzies & Co., have been appointed distributors for Canada. In passing it may suitably be mentioned here, that the wide demand and outstanding popularity of constructional toys makes one wonder whether many of the types of toys formerly on the market, of German manufacture, will ever again regain the strong hold they previously had in this country, even if successfully substituted by goods of British, United States, or home manufacture.

The art publications of Savory & Co., of Bristol, England, are prominent in the showing of goods at the Menzies warehouse, many of these reaching a surprisingly high point of artistic merit for productions that can be supplied at prices bringing them into the reasonable price range necessary for successful marketing through the stationery stores.

In the range of greeting cards, subjects essentially Canadian in sentiment are most conspicuous, combining with that desirable element superior artistic merit.

BACK FROM THE WEST

George Stewart has returned from his spring trip to the coast and is full of his wonted enthusiasm regarding the great possibilities of that great section of the Dominion. The business he has closed this season measures up with the best of the good years before the war. Mr. Stewart before his return enjoyed a few holidays being met at Chicago by Mrs. Stewart.



The accompanying illustration shows Lance-Corporal Oliver Denman, the photograph being taken in one of the trenches at the front after he had seen one year's service. He is a son of the late Alderman Denman, of Sault Ste. Marie, Ontario. Mrs. Denman conducts a successful book, stationery and china store at the "Soo."

Lance-Corporal Denman is connected with the Signal Corps, 2nd Battalion, of the Canadian Overseas forces. He is 19 years of age.



A Canadian Stationer at the Front.
Lance-Corporal Oliver Denman.

Major Alastair Valentine, one of the directors of Valentine & Sons, United Publishing Company, is on active service at the front with his regiment the Black Watch Royal Highlanders. Major Valentine is also a veteran of the South African war.

STANDARDIZED SCHOOL BOOKS

Victoria, March 27.—Representatives of Manitoba, Alberta and Saskatchewan governments are meeting British Columbia representatives here this week in an effort to devise some scheme for the standardization of all text books in the public schools of the four provinces which will not only obviate the necessity of extra expense on the part of parents moving from one province to another, but will produce text books at greatly reduced prices.

Among other matters to be considered is the standardization of teachers' certificates so that teachers holding certificates in one province will be enabled to teach in any of the other provinces mentioned.

BRITISH MARKET FOR QUILLS

Goose, turkey and duck quills have always been used in England for commercial purposes, and the supply was obtained chiefly from continental Europe; but now that imports have ceased from that source the United States should be in a position to furnish much of this trade. Present supplies in Great Britain are, according to an authoritative source, inadequate for the need of the manufacturers and there is a steady demand for quills of good quality. For large goose and large turkey quills prices up to $12 and $15 per hundredweight are paid; for small goose quills, $6 to $7.50.

It is pointed out that quills for transit should be tied in bundles, weighing about 8 ounces with the barrels all pointing in the same direction and in lots of not less than 56 pounds.—(United States Commerce Reports).

THE CASH DISCOUNT QUESTION

The Dennison Company have adopted the plan of issuing invoices with 2 per cent. discount, all bills due in thirty days. Statements will therefore be net and not subject to a cash discount. "Bookseller and Stationer" records this piece of news because of the interest it will have for the trade generally. It may possibly open a discussion on this subject of cash discounts and the publicity the question would thus receive could not fail to prove beneficial to the trade generally. The attitude of the Dennison Company in adopting this course after full deliberation, is that it puts all dealers on an equal footing, the small man who needs his thirty days in which to pay, getting his 2 per cent. discount the same as the large manufacturer who has been in the habit of paying in ten days.

Business Good in the West

Remarkable Improvement in Trade Reported by Returning Travelers—Problem Will be to Fill Orders

E. J. Boyd, manager of Cassell & Co., back from his annual spring trip to the coast, when seen by Bookseller and Stationer, expressed himself in the most optimistic terms as to present conditions in the West. This was true of Manitoba, Saskatchewan and Alberta in high degree, but British Columbia has not come back so fast commercially, although there, too, business shows wonderful improvement.

The trip was as successful in point of orders as in the best of the boom years. The factors which account for this good business which appears to be general, are the return of healthy commercial conditions and the fact that stocks had almost invariably become greatly depleted.

The difficulty to be contended with now will be to get sufficient goods from England to fill the orders. Nor is that circumstance confined to English products. One prominent United States manufacturing concern selling largely in Canada has been obliged to cut down to one-half, the orders placed by some of the larger Canadian houses.

This is something new in the experience of most of Canada's booksellers and stationers. The pendulum has swung to the other side as compared with 1914 and 1915 when the hard thing to do was to get the orders, for now the orders are pouring in in far greater measure than the producers can possibly handle. It seems that there must always be some sort of fly in the ointment!

About Retail Advertising

Important Thing is That Salesmen Should Know Stock Thoroughly and be Kept Posted as to Advertising Placed.

Dealing with the subject of retail advertising, it is not a rare case to hear of instances where certain lines are advertised at special prices and a customer going to the store is asked to pay the regular price, getting the reduction only upon drawing the attention of the clerk to the advertisement, whereupon the latter makes enquiries and finds that what the customer has said is correct.

This sort of thing cannot fail to have a bad effect. In fact it rather nullifies the good advertising that was so effective as to bring the customer to the store.

Salespeople should know the stock and should also be kept posted as to what special offers are being made in the newspaper advertisements. A writer who conducts "The Stationers' Round Ttable" in Walden's Stationer, has this to say along the lines of the foregoing:

"You probably believe that your salespeople know your stock thoroughly; but do they?

"You know it, of course; and you are familiar with selling as well as buying prices; but do the people who wait on your trade ever stumble when asked a price, and have to make an enquiry of someone else in the store?

"The writer was in a stationery establishment the other day when a lawyer came in and asked for a leather case, such as is regularly used to carry legal papers.

"The girl who had gone forward to enquire into his wants looked blank, and said she believed nothing of the kind was in stock.

" 'I'm sure you have them,' said the lawyer. 'Every stationery house in the country carries that sort of goods.'

"The girl went back to the manager and was directed to the leather goods section, in which the items wanted were displayed.

"She showed the cases, and the lawyer finally picked out one that he liked.

"I thought I noticed an advertisement to the effect that you are having a sale on this line?' he said. 'Is that correct?'

Again the girl looked blank, and had to enquire. She was informed that a special discount was in effect, and quoted this to the customer, who paid his money and took the case.

"Evidently the effect on him could not have been good. He was impressed with the fact that this clerk, whether representative of the store or not, was not familiar with the goods and the prices. Perhaps she was a new girl; but even at that she should have been posted on 'store news' such as sales and other features which were likely to affect the trend of events constantly."

A UNIQUE PLAN

It is announced that a new feature in bookselling is about to be established by Doubleday, Page & Co., in the new Lord & Taylor book store of New York. This book store will be conducted as near as possible like a large public library, and prospective purchasers of books may find at the information desk a great deal about any book or magazine they wish to purchase and just where it can be located. Besides this there will be comfortable seats and reading tables where books may be examined.

In addition to this interesting feature there is to be a little theatre, seating about three hundred people, wherein unique entertainments will be given. These will take the form of an author's day, and at each entertainment a certain author and his work will be discussed and scenes from his life will be shown upon a screen.

* * *

Booksellers, especially those who have wallpaper departments in their stores, would do well to give some attention to such books as "Color Value," treating of color contrasts and color harmonies; "Period Furnishings," an encyclopaedia of furniture, furnishings, decorations containing 2,731 illustrations; "Cutting and Draping," dealing with portieres, lace curtains, shades and draperies in a most complete and practical manner.

Writing Tablets and Fountain Pens

How Good Service in Selling the Former May Often Lead to the Sale of a Fountain Pen

IN selling talk to mechants by one of the wholesale stationery houses, it is pointed out that in the case of selling a writing tablet, after selecting a good one that the salesman thinks will best meet the customers requirements, the cover should be bent back to show how ie excels an ordinary tablet of the "tight-back" variety. The selling talk goes on to say:

"Also point out how neatly the binding is attached at the hinge in comparison with others. Explain how the blotter is used by simply closing down the cover. Explain, too, how a single sheet may be stripped from the top of the pad without breaking the edge, which is owing partly to the rolling back of the cover, and in part to the fact that a piece of strong muslin is first glued to the ends before the paddling gum is applied.

Show the usefulness of the ruled sheet, which, on being placed underneath the paper to be written upon, serves as a guide to keep the handwriting in perfect alignment. Finally, if necessary, hand your customer a fountain pen and ask him to test the paper by writing upon it.

The foregoing may seem a lot of trouble to go to for the sale of a Writing Tablet, but it is such interest that "wins" customers and make sales."

To the foregoing, "Bookseller & Stationer" would add, that the handing of the fountain pen to the customer, affords a very good opportunity for developing a sale of a fountain pen. For instance, before handing the customer the pen for the trial writing surface of the paper, the salesman should enquire as to the particular variety of pen nib the customer prefers. If the latter is not already the possessor of a satisfactory fountain pen, it will frequently be found that the more profitable sale of a good fountain pen will arise out of giving proper satisfaction to a customer in the sale of a 15c or 25c writing tablet.

Some Thoughts on Window Trimming

With Suggestions Intended to Point the Way to Enhanced Sales.

MANY times has Bookseller and Stationer laid emphasis on the importance of the show window as an advertising medium and many times will this subject continue to be harped upon.

There are many aspects of the subject and many diverse opinions expressed by experts and near-experts as to the relative value of different methods and plans to be pursued in order to get the best results from window displays, but just as the public speaker cannot always reach the highest plane of oratory, so the window displays will vary in their approach to perfection. But there is no excuse for a poor window display and no showing of goods is barren of probable results that embraces goods that a goodly proportion of people may reasonably be expected to need or desire.



A good example of window display in a Winnipeg store.

One expert will expatiate at length on the theory that the only good window display is the unit window, the display that sticks—delivers a distinct message, so to speak, regarding one particular item or series of items belonging to one particular class of goods. He will tell you that just as a man can talk intelligently about only one subject at a time, so a window that is a heterogeneous display of goods, fails to "put across" its message.

All that sounds very well and there is much to say in favor of these one-idea window displays. They are in fact good windows when psychological in their nature. That is to say, there should be some special reason for the selection of the particular item or items constituting such a unit-display.

On the other hand, there are those who express equally strong convictions to the effect that the ideal window display for a business so varied as that of the book and stationery merchant in Canada, is a composite window—one that will serve as an index to what is to be found in the stock inside the shop.

The writer as a retail bookseller and stationer has experienced the benefits that results from window displays of both these types and consequently does not hold with either extremist in their respective contentions.

The truth is that good business-pulling window displays of either type can be effected, and it is not so important that a display should be flawless in its artistry—a veritable symphony in its merchandise—nor that it should comprehensively indicate to the man outside looking in just what constitutes the stock inside the store as that it should create a desire through the eye and by appeal to the intelligence of that looker-in, to possess one or more of the items shown in the window to the extent of inducing him to make the purchase.

If a man does stop and look but passes on and does not enter and buy immediately it does not follow that the display was a failure in its effect upon him.

Suppose the particular item that got his attention was a pencil sharpener of the popular selling new variety obtainable at $1.25 or $1.50 retail. He may have concluded that his good old pen-knife was good enough for him and then at the office that afternoon, using a pencil and observing that it need sharpening he takes out the said pen knife and proceeds, in the time-honored method, to sharpen the pencil, perchance breaking the lead a couple of times and incidentally soiling his fingers in the same old way. That automatic sharpener looms up in his mind's eye, and then he pictures it hard by, attached to the edge of his desk where he could easily insert the pencil, give the handle a few revolutions and have a properly sharpened pencil in a jiffy, and enjoy doing it!

Isn't that true? Who doesn't enjoy sharpening a lead pencil with the perfect working new automatic sharpeners. Sometimes the regret is keenly felt that there aren't more pencils to pull out of the vest pocket to be sharpened. So Mr. Bookkeeper turns in his chair and calls Billy, the office boy, and despatches him forthwith to Blank's Bookstore, to get one of those pencil sharpeners, the particular one that attracted his attention.

Results will sometimes be longer delayed. The favorable impression created may not culminate in the actual purchase for days, weeks or even months later, but the important thing is that the sale was created by the window display.

Careful study should be made to select goods most likely to create desire of possession in the minds of the people who stop to look at the display and to display them in such a manner as to ensure getting the necessary attention before that desire can be created.

There is no reason why every window display should not be productive of good business, but as has been said before, some will naturally be more productive than others.

It is all important that the very best thought should be devoted to this important element of merchandising. Given such consideration, the window displays will speak for themselves in the pleasant sound of sales rung up on the cash register.

A Good Example From Winnipeg

The illustration of the window display in the Winnipeg store of Russell Lang & Co., has suggestive value for other stationers in several particulars. For all of them it is a good example of attractive arrangement and the Made-in-Winnipeg feature could be variously adapted according to locality as for instance "Made-in-Canada" or a particular province or city.

Russell Lang & Co., are among the most progressive retail booksellers and stationers in Canada and Bookseller and Stationer hopes to have an extended account of their store and methods employed in it, for an early issue.

What is the Atmosphere of Your Store?

THE familiar old term "spic and span," is very expressive. Let it apply to your book and stationery store. There is a wonderful difference between stores. Fortunately the margin between good and bad in bookstores is not so wide as in the case of grocery stores for instance. The latter illustration will quickly come home to everyone. You know how much satisfaction you get with the goods you buy at a grocery store that is kept scrupulously clean, as against the mussy, messy variety of store with a stale smell that tends to take the edge off even the keenest of appetites. This illustration of course comes closer home to a person than is possible with such merchandise as books and stationery, but cleanliness and tidiness are most important. Take for instance the case of a salesman selling correspondence paper to a lady of quality coming to the store for the first time, the probability of her coming back again would not be heightened by the sight of a coating of dust on the box brought down from the shelf.

These things are worthy of careful thought. Having in mind the association of personality and packages it is interesting to record the following sentiments expressed by a writer in a United States periodical:

The way a store wraps its goods may have an appreciable influence on the opinion formed by the customer of the store, its stock and its methods.

In the case of stationery, the box and the other wrappings furnish the atmosphere, so to speak, for the goods. The stationer who uses good material shows respect for his stock, and the customer, without necessarily realizing it, develops a similar sentiment. On the other hand, the store where goods are wrapped up like a loaf of bread or a pound of beeksteak creates the impression that its wares don't deserve any better treatment than they get, and the result is to scare away trade of the better sort—the kind that everybody is after.

British Books in Canada

Difficulties Arising Out of Necessary Increases in Prices—Significant Series of Questions Submitted to the Trade by Mr. Button

Following up the editorial dealing with the advancing price of books, here is a significant excerpt from a letter from the managing director of J. M. Dent & Sons of London, to their Canadian branch:

"The cost of every piece of material is going up weekly and I am very doubtful whether the present increase will continue for longer than six months. I should think it would certainly be still further increased before the end of the year."

This had special reference to the advance in price of Everyman's Library, but of course the same applies to all books of similar price and characteristics.

Henry Button, of the Canadian house of Dent's has conserved and acted upon the interesting idea of putting some vital questions up to the Canadian retail booksellers affecting not only the element of prices but also the substitution of Canadian currency marks for sterling on the jackets of the books.

These questions he put in the following order:

1. If English books published at a shilling are to cost the Canadian trade at least twenty-three cents would it be advisable to publish them at thirty-five cents or three for one dollar?

2. If the proposed advance in English published prices is advisable, do you think it will affect your sales, and if so, to what extent?

3. In the event of the necessity for increased published prices, is it essential in your judgment that either the English currency marks be completely obliterated, or would it be more advisable to have a slip pasted prominently on the jacket of each book announcing briefly the necessity for the increased published prices?

4. Have you any other suggestions by which English publishers can lessen the difficulties of the trade and encourage greater interest in the handling of English books, especially as they affect our own publications, such as "Everyman's Library?"

Mr. Button further pointed out the doubled cost of ocean freights and the trebled cost of packing cases, and concludes with an appeal for cordial co-operation on the part of Canadian booksellers, asking for frank replies to these questions in view of the manner in which British books in the Canadian market are threatened. Mr. Button in the same letter expressed the opinion that Canadians would be doing patriotic work in purchasing books of English publishers whether or not they were the publications of the particular house with which he is connected.

It will be most interesting to watch the developments of this initiative action of Mr. Button.

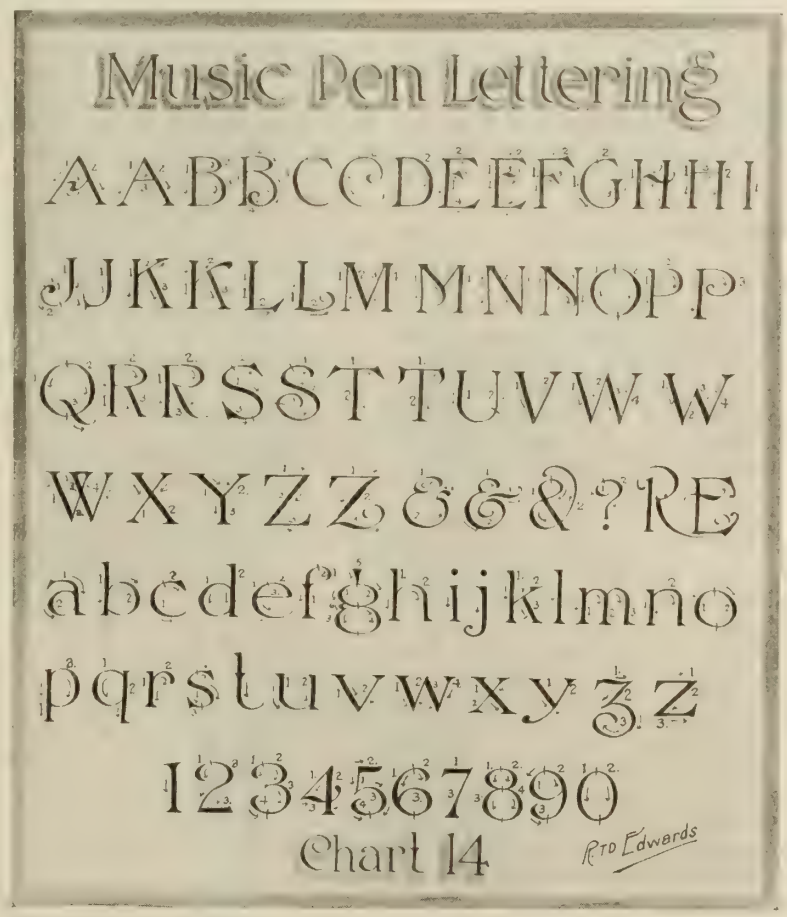
Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 15—MUSIC PENS

THE music pen is one of the most important of the newest tools introduced for lettering purposes. This pen was invented and used for the purpose of writing music, and it was some time before its value for forming letters was found out.

The music pen's great forte is in lettering with heavy opaque color on plain white card or mat board. For general lettering, of black on white card, the round writing pen is best, but when a finely lettered card is required, the music pen is superior.



In no case should ink be used with the music pen. Heavy cardwriting color, slightly thinned with water, will be found the most satisfactory. The surfaces of mat cards are not as smooth as the white coated cardboard and therefore require something that will not cut the surface of the card as the round writing pen does.

The music pen fills the bill completely. The color can be applied perfectly in a clear-cut manner without causing any rough edges.

The using of white color on dark mat board has been, to most beginners, very troublesome, but with the use of the music pen and a fair amount of practice, this can be overcome. The idea is to get the white, or any color for that matter, quite clear with one stroke of the pen, because it cannot be gone over a second time. The color must be at the right thickness and this can be found out only by experience. The color must be kept thoroughly mixed while in use. Do not allow the size to come to the top of the color or the cardboard will show through it.

The Manipulation of the Pen

Study carefully Figure 2. This shows two illustrations of the music pen: the first, as the pen appears when closed or ready to make a fine stroke; the second, the pen as it appears under pressure, making a broad stroke. You will notice that this pen is triple-pointed. This is the secret of its being able to flow the heavy color. A two-pointed pen will not allow the color to flow from it as freely as the three-pointed one. The principle of the manipulation of this pen is to make the narrow strokes of the letters with the pen closed, while the heavy strokes are regulated by the amount of pressure used to spread the points.

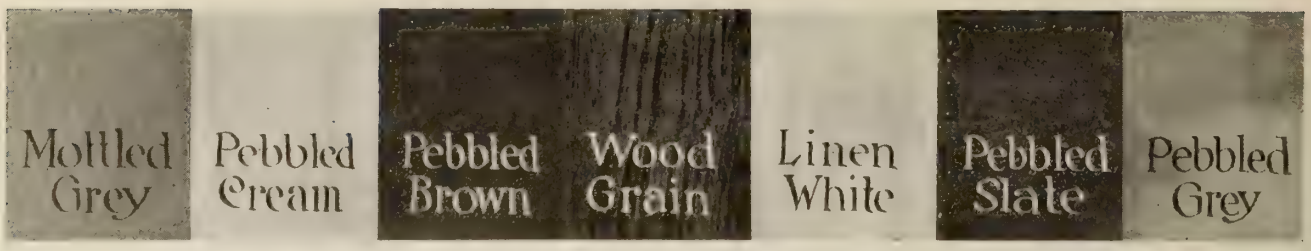
Graduating of the Strokes

The graduating of the strokes needs much practice. The best way to get used to handling this pen is to use plain white card and any show card color you have, providing it is not ink, and practise all the different strokes which are composed in the formation of the alphabet. This will give you the best knowledge of the working of this pen.

One of the most important points about the pen's work is that many sizes of letters can be made with it, graduating from very small up to its capacity, about an inch in height. Figure 2 shows different sized letters made with the same pen.

Mat Board

As stated before, the principal use of these pens is for lettering on mat board, therefore it is necessary to know something about this. Mat board was not first made for



Some of the finishes procurable in mat board.

show cards and is not made now exclusively for this purpose. Its main use is for picture mats, photo mounts, calendars, etc. Show cards are really a secondary consideration with matboard manufacturers. Nevertheless, many plain and fancy matboards can be worked up into fine, attractive show cards. It is not advisable to stock up with fancy boards. The plainer kind are the best for all classes of fancy showcards. The kinds most advisable are cream, buff, light, dark and medium grey and brown tones. Many different finishes can be secured in these colors, such as linen, pebble, ripple, clouded, besides the plain. The plain finish is preferable where fine, accurate lettering is necessary.

Some Matboard Finishes

Figure 1 gives an idea of some of the finishes procurable. Do not stock up heavily on wood grain boards, because there are not many occasions when they can be used to good advantage. Wood grains can be obtained in oak, walnut, mahogany, etc.

Make Your Own Covered Boards

Cardwriters who do not wish to go to the expense of ordering matboard can make a very good substitute by getting cover papers from wholesale paper houses. These can be mounted on plain pulp cardboard, by using a heavy flour paste. To keep the card from curling, paste a cheap paper of the same weight on the back of the card and press it under a heavy weight until dry. A very beautiful assortment of fine colorings can be obtained in this way.

The Chart

In general appearance this lettering is very similar to the round writing pen work shown in lesson 13, but in execution it is vastly different.

"A" is a good example of the use of the music pen. Stroke one is made with the pen closed, while stroke two is made by using more pressure to get the broad line. To make stroke three, use heavy pressure in the centre of the stroke. Both ends of this stroke should be made with very little pressure, to get the fine lines. Stroke three of the second "A" is made with the pen closed.

"B" is a letter of three strokes. Pay special attention to strokes two and three. The heaviest pressure must be used in the centre of each stroke. The second "B" is composed of four strokes. Stroke four is used to give a variety to the work, but should only be used at the beginning of the "reader" of a showcard or in headlines. Never use a fancy letter in the body of the "reader."

The "C" in both cases is a two-stroke letter. The difference in the manipulation of the music pen from the round writing pen is illustrated in the second "C." Note that stroke two is finished by shoving upwards on the pen which would have to be completed with two strokes with the square-pointed nib.

The "D" is the same in appearance as that made with the roundwriting pen.

The spur-making on the "E" and "F," as on many other letters, should be watched carefully. By much practice these can be made with one stroke. To make the right hand top spur, spread the pen the full width at the commencement and as the stroke is made release the pressure gradually until the fine line is reached. The bottom spurs must be made just the reverse. Stroke three of the second "E" is made by starting and ending with a fine line, using pressure on the pen in the centre.

"G" is a three-stroke letter. Care must be taken with the joining of strokes one and three.

Stroke three of "H" is made after the same manner as stroke three of the second "E." This style of "H" should not be used in the midst of the "reader," but only for heading purposes. The second "H" is of the plainer variety and can be used on any part of the card. Take care to make the two outside strokes parallel.

Care must be taken to keep the "I" at right angles with the guide lines.

It is best for beginners to make the "J" with three distinct strokes. With practice this can be made with one entire stroke. The second "J" shows the use of the spur on the tail.

Note that stroke two of "K" joins stroke one above the centre. The second "K" shows a variety in stroke two.

A plain and fancy "L" is also shown. Stroke two of the "L" is made with one stroke.

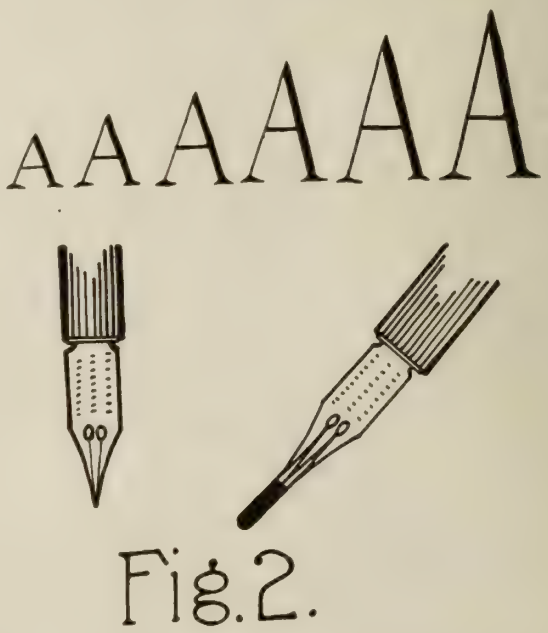


Fig. 2.

The "M" is a letter that always needs careful practice. Be sure to make the lower centre point at equal distances between the ends of strokes one and four. The second "M" shows a variety in stroke two.

Joins, similar to that where stroke two joins stroke three, have to be completed with the point of the pen. Stroke two of the second "N" shows a curved stroke instead of a straight one.

The "O" is completed with two strokes. Note that the widest part of these two strokes is midway between the guide lines.

The first "P" is a plain one and the second one is of a fancy nature for heading purposes.

The "Q" is the same formation as the "O," with stroke three added. This stroke should present a graceful appearance.

Two styles of "R" are shown. The first of plain variety. The second shows a change in stroke two. This makes a nice variety for illuminated caps or headline use.

Two styles of "S" are shown; first, the plainer, spurred letter, and the second the long, sweeping tail variety.

Only in the spur-making do the "T's" vary. The second letter is quite popular for headline work.

The main part of the "U" is made with two strokes of the pen. Much practice is needed to perfect stroke one.

The manipulation of the pen for the formation of "V" and "W" is very similar. Give particular attention to the formation of the last "W"; note how the strokes cross.

The formation of the "X" is similar to many others shown in previous lessons.

The "Y" is also the same formation as shown before. Be sure to join strokes one and two a little above the two guide lines.

The "Z" is of the plain Roman formation, but the second "Z" is of the fancy variety.

You should practise many times the formation of the "&'s." They are being used constantly by cardwriters. Many other styles can be made, but these are sufficient to start.

The lower case formation is very similar to the round-writing pen formation and does not need any detailed explanation.

The arrows show the directions in which to draw the pen and the cross bars show where the continuous strokes join, so with following the same principle as explained for the upper case lettering you should be able to master the lower case without much difficulty.

QUILL PENS

Quill pens are no longer to be used in the House of Commons, and in a recent interview with a representative of the "Globe," P. H. Cooper, a director of Cooper, Dennison & Walkden, of St. Bride Street, the oldest of the two or three remaining firms which still manufacture quill pens—prophesied the demise of the industry.

"The making of quill pens," he said, "two or three centuries ago was an important trade. In those days—long before the advent of the steel pen—all ecclesiastic writing by priests and the correspondence of private individuals was done by means of the quill. . . . . It was no uncommon thing, even up to comparatively recent times, for prominent politicians to order quantities of quill pens, to be cut according to pattern, and they would return them to be recut when they were worn.

"But this is a thing of the past. Government departments, some of the older banks and business houses, several West-end clubs, members of the aristocracy and law writers still cling to the old practice; and some artists continue to execute pen drawings, etc., by means of the quill, but the demand has almost ceased, and the old army of workers in this industry has now disappeared.

"The large quills come chiefly from Siberia; and most of the smaller ones used for cigarette tubes and toothpicks from Prussia. These sources have, of course, ceased, but there is no difficulty of obtaining the necessary supplies elsewhere. Geese are farmed in those countries just in the same way that sheep are farmed in Australia, and collectors go from village to village gathering the quills for exportation. They are disinfected and sent to this country, where they are placed in hot sand. They are then cleaned, the pith is extracted, and they are cut by hand and tied into bundles of 25 or 50."

STORE FRONT INDIVIDUALITY

"Any good salesman will tell you how necessary it is to have 'a good front,'" said Bertram Healy in an excellent article in Printers' Ink. "High-grade goods appeal to a high-grade clientèle, and to realize their full selling value must be sold in stores whose personality and attractiveness are commensurate with the quality of the goods sold." Commenting on this a writer in a United States book trade paper said: "Book stores are high up in the scale of artistic and intellectual retailing—none higher—and that bookseller does best who endeavors to make the physical appearance of his store reflect the spirit of the goods he sells."

The first point at which many booksellers fall down—slightly to paraphrase Mr. Healey's article—is the store front. With that splendid capacity for endless sameness which so many builders show, the store fronts that most dealers possess are very monotonous, even often impractical. Certainly, they rarely make use of their full advertising opportunity.

This fact comes from failure to realize that a great part of trade is secured for a retailer by the appearance, and earmarks of his exterior and his window contents. The character of his service, his patronage and his goods is loudly proclaimed by the physical appearance of his store front.

The store front is like the type with which an ad. is set up, and the taste that it displays. For some businesses it pays to sacrifice appearance somewhat for quantity of display room. But for most cases it should not be a question of how much display room a store front can be made to yield, but how many people can you induce to give real attention to whatever display room you have, be it large or small."

PENCILINGS

Several new members received by the First Presbyterian Church, Davenport, Washington, were high school pupils. They had been influenced to join the church by an address on "A Lead Pencil," given before the Sunday school by a student of the high school.—Forward.

The divine muse of inspiration lives in the other ends of pens and pencils.

The world owes many of its masterpieces of literature and invention to the reflective nibbling of these instruments; and if I were a teacher I should think twice before I told my pupils to take their pencils out of their mouths. —Gouverneur Morris, in Cosmopolitan Magazine .

McClelland, Goodchild & Stewart have been appointed Canadian selling agents for Hugh Rees, Limited, of London, England, publishers of military books, including Needham's "Practical problems" and Hocking's "Company Training."

Beautiful Designs in Wall Papers

Fall Patterns Show Tendency to Subdued Colors with Shadow Effects—Borders Are Cheerful in Their Colorings with Veilings to Tone Down Brightness—Solid Colors in Delicate Shades.

In the elder days of Art,
Builders wrought with greatest care
Each minute and unseen part;
For the Gods see everywhere.
Let us do our work as well,
Both the unseen and the seen;
Make the house where Gods may dwell
Beautiful, entire and clean.
—Henry W. Longfellow.

WALL paper manufacturers are doing their part this year in helping to make the home a more beautiful and attractive place in which to live. Fall designs show a tendency to the softer colors in the hangings with brighter colors in the borders made soft by veilings and intaglio embossings. Some of the designs are embellished by touches of gold to enrich and make brighter. There are several beautiful designs in self-tones with gilt tracery. As with the spring designs there are ready-cut friezes and trimmers of beautiful harmonizing tones of other colors than appear in the hangings.

Pretty panels of floral sprays in shadow treatment have ready-cut friezes and trimmer of apple blossoms in their natural colorings. There are some foliage patterns in a series of exquisite self-tone offset and brightened by a frieze or base-trimmer of maple leaves in bright autumnal shades. Another of the popular designs is a foliage shadow stripe in the popular tones of buff, grey and brown enhanced by rich friezes and trimmers of large bright poppies

For the parlor there are pretty silks in designs of rose foliage and buds with a tracery of gilt These will be shown in the popular range of colors of white, cream, champagne, gray and light green. These designs are very effective with their matching friezes and base-trimmers of full-blown roses into which is introduced rather more than a suggestion of contrasting shades of nature's colorings. Also for the bedroom a diminutive floral pattern in quiet colorings with a border of orchids in the rich tones of the natural blooms should find many friends. Throughout the year there has been a special tendency to "near-plain" papers with rich fancy borders and decorations which have been toned down and subdued by veilings.



View showing one of the beautiful Fall Patterns of Wallpaper. They are in a variety of striped patterns, embossed stripes, silk stripes and intaglio stripes. The borders and base trimmers are in rich designs of natural colorings.

—Reproduction by courtesy of Staunton's, Limited.

For the drawing room, boudoirs and the better class bedrooms there is being shown a line of solid colors in delicate shades of ivory, cream, champagne, canary, pea green, blush rose, Asia blue, seagull grey and French grey. The ceiling paper generally used with these designs is a silk draper. For halls, dining-rooms, libraries, sitting rooms some of the manufacturers are turning out designs which they designate as mattines. These are in a number of colorings embossed in high relief on special fibre stock in a cable-net design. Some of them are merely embossed on a plain fibre while others have a counter-sunk overprinting which adds considerable decorative value to them. Others again are printed with unique weave effects and in conjunction with the counter-sunk printing and embossing gives a distinctiveness to these designs.

Among the papers of quite moderate cost will be found a pleasing array of floral and foliage designs, tapestries, conventional patterns, chintzes and ribbon effects. There are pretty stripes, plain denims and self-toned patterns many of them with ready-cut borders of exquisitely colored roses, chrysanthemums, clematis or orchids. Some of the hangings have a diminutive floral trail of similar flowers introduced in the borders that go with them.

The gilt papers are bright and attractive and possess a freshness. There is an abundance of conventional and floral patterns which are specially designed for the use of gold in their coloring. There are pretty stripes with ready-cut borders in fruit and floral patterns amongst which will be noticed one of dainty rose-buds of alluring hues amidst clustered foliage which is shown over a stripe with beading of gold. There are quaint designs on fancy grounds which will possibly commend themselves for halls and dining-rooms.

There will also be a new line of varnished tile papers shown this fall. The designs and colorings have an artistic merit that is highly commendable. While there are plenty of patterns of the standard type, there are many novelties introduced that will be readily appreciated by those who are looking for something different to the usual style. One attractive pattern depicts a water-fowl disporting amidst reeds and rushes in a range of new and artistic colorings. There is also an all-over design of bamboo foliage in a variety of appropriate shades. A third design introduces scenic plaques. There are several dainty ceiling designs in appropriate shades, amongst which is a mosaic pattern. There is a range of borders from two to six bands to the width, some of which are specially made to match side walls.

Taken altogether the fall designs are most pleasing in their appearance and will greatly assist the home-builders to make their place of abode more a work of art and a thing of beauty.



Books

A USEFUL GOVERNMENT PUBLICATION

AN Ontario Government publication which is serving a good purpose, but the usefulness of which may easily be extended, is the quarterly "Selected List of Books" as recommended by the Ontario Library Association, this list being issued and circulated at the expense of the Department of Education of the Province of Ontario. The issue just out provides selections from among the books of the first half of 1915.

From the general references in this issue we learn that the American Library Association has issued the third edition of "Books for Boys and Girls: a selected list," compiled by Miss Caroline M. Hewins. This work is deserving of wide attention, because Miss Hewins is known as an authority on the subject. The same applies to a "Graded List of Stories for Reading Aloud," compiled by Harriot E. Hassler and Carrie E. Scott. Another of the American Library Association publications listed is one entitled "Instruction in the Use of Books and Libraries" (in the useful reference series). Part I of this treats upon the use of books, Part II—selection of books and children's literature; Part III—Administration of School Libraries.

This quarterly publication is a most worthy one and the benefit of its recommendations can no doubt be taken advantage of by parents or others interested in books for children, by referring to the copy of the quarterly in any of the Public Libraries of Ontario. What has been said here, is in particular consideration of the choice of books suitable for children, but it must not be thought that its most comprehensive in its scope, dealing separately with recommendations are restricted to juvenile books. It is books on "Philosophy," "Religion," "Sociology," "Education," "Science," "Useful Arts," "Agriculture," "Fine Arts," "Literature," "Poetry and Drama," "History," "Geography and Travel," "Biography," "The War," "Fiction," "Juvenile Fiction," "Juvenile Non-Fiction" and "Government Documents." This will be sufficient to indicate the valuable uses which can be made of this Government publication.

THE HUNTED WOMAN

James Oliver Curwood has given us another stirring tale of the north country in his latest book "The Hunted Woman" (Toronto; the Copp Clark Co.). It is even better than his previous books, in its description of the great wild life of the wilderness of the far north, together with the tremendous drama which he stages there. The untamed ways of men and women with the peril-thrilled expedition of Joanne Fitzhugh, the "Hunted Woman," are elements that make this a novel of most fascinating interest.

THE BELOVED TRAITOR

Frank L. Packard, the Montreal novelist, who has already scored several successes, has written another fine tale entitled "The Beloved Traitor," which comes from the Copp Clark Co. The hero, an unsophisticated French fisher boy, seeks fame and fortune in the great city, becoming a traitor to the love of his youth by yielding to the charms of city life, and to the wiles of one to whom, except for the laurels gained by clever youth, he is less than nothing. The hero finds himself heralded as sure to become the greatest of French sculptors. Throughout, the simple village maiden, Marie Louise, whom he has apparently forgotten, remains not only true in her love for him, but the genuine inspiration of his work.

Not the least meritorious part of the book are the descriptive passages, the reader being taken into diverse scenes, and Mr. Packard has the faculty of making his characters seem to be real living personages.

THE BEST SELLING BOOKS

CANADIAN SUMMARY—Fiction.

1.	Held to Answer	Peter C. Macfarlane	42
2.	Torchy, Private Secretary	Sewell Ford	35
3.	Beltane the Smith	Jeffery Farnol	31
4.	"K"	Rhinehart	21
5.	Michael O'Halloran	Porter	20
6.	The Real Adventure	Webster	19

Non-Fiction

1.	Between the Lines	Boyd Cable

Juvenile

1.	Bed-time Stories	Burgess

CANADIAN MILITARY WRITERS

Military books of Canadian origin are beginning to appear owing to the difficulty in obtaining books dealing with certain phases of military training. From the Western News Co., of Winnipeg, come two interesting volumes which they have recently published being the work of two members of the Canadian forces. These books are "Machine Gun Manual," applicable to the Colt, the Lewis, and other machine guns, by Capt. A. H. Bibby, of the Canadian Expeditionary Force, and "Complete Guide to Military Lectures," by Captain W. B. Wood, specially compiled into questions and answers by Lieut. F. J. O'Leary, 53rd Battalion, C. E. F. These two works have had an immense sale among military men in the West. The book on machine guns is splendidly illustrated, and both works are put out at a price which will appeal to the average soldier.

"Canada and the War," is the title of a new book by J. H. Menzies, of Winnipeg. This book is especially interesting in its practical treatment of the situation with special reference to the outlook for the West following the war.

Another Winnipeg writer, Lieut. A. B. Robinson, of the 100th Regiment, has produced a valuable book, "Short Courses in Infantry Training," which condenses into a volume of 160 pages a great amount of authoritative information especially designed for use of officers in training for the present war.

"WOOD AND STONE," BY JOHN COWPER POWYS.

A novel which must stand out as a notable contribution not alone to the year of its appearing but also to the whole of modern fiction is "Wood and Stone." (Toronto: Copp, Clark and Co.) Its author is John Cowper Powys, already famous for his "Visions and Revisions," literary cameos of rare worth, and its spoken word along lines of literary analysis and teaching. Anything from the facile and virile pen of Mr. Powys will be interesting to Canadians because of his recent visits to our cities, remarkable for the birth of controversy. He will be remembered in Toronto and Montreal for his lectures on literature and litterateurs; in particular for his truth-speaking with regard to Kipling's meed of merit and niche in letters which offended so many indiscriminate worshippers of the poet of the new Imperialism. Some literary deans amongst us —old women of both sexes—felt very hurt because Mr. Powys trod on their Kipling corn, and wept and wailed and gnashed their teeth because he pointed to an unmistakable fly in the Kipling ointment. May they approach his novel in no splenetic mood, nevertheless!

It deals, as a preface tells the reader, with the problem of the old, old conflict between the "well-constituted" and their opposites, between those born to authority and rulership, and others, weaker ones, whose fault is . . "We are underlings." This is the significance of the title "Wood and Stone." The locale is Wessex, that country of which Thomas Hardy is "the literary over-lord."

I quote Powys, who makes profound obeisance to the great author of "Tess of the D'Urbervilles."

There are, in this novel, the underlings, people born to be ruled over, "The Pariahs"—suggestive and meaningful phrase of the author's. Lacrima is of their number, the Italian, gentle, unprotesting, submissive, and Quincunx, philosophic, indifferent, fatalistic and, also, unprotesting. There are the rulers, the folk of stone: Gladys, domineering, spiteful, innately caddish (no other word fits half so well), and Mr. Taxater, suave prelatic soul, whose will was iron, whose whispered word pulled his puppets' strings. Luke Anderson, too, was of the stone, but Hugh Clavering —wood, and poor stuff at that - could but yield when there was collision.

The story concerns itself with the doings of these and others. It is a tale of uncanny cross-purposes. Lacrima, timid spirit, was eating out her heart for love of Quincunx, while James Anderson eventually died for love of her and all the time Ninsy was crying "Love me James!" Vennie Seldom's universe contained but one man, Hugh Clavering, but he was sinning for love of Gladys Romer. She knew not love. Passion was hers—for Luke Anderson—Though she was engaged to be married to Dangelis. So the queer group of dolls goes on.

There is a deal of plot, of the wheels-within-wheels rather than the ordered, sequential, 'quod erat demonstrandum' kind. The author, whose methods remind one of Dostoevsky and not a little of Theodore Dreiser, makes his marionettes work out their own relentless destinies. He never interferes. Standing aside as it were, playing the part of the onlooker rather than the stage-manager, he does not seem to direct the mimes: rather he records their entrances, doings and exits, faithfully and surely, shrugging his shoulders the while.

I quarrel with one critic who protests that Powys's characters are "marionettes rather than beings of flesh and blood, living in a Somersetshire village." Sir Oracle does not know his Wessex. Anything nearer to flesh and blood it is impossible to conceive. They are flesh and blood, living, vital, elementary. Their sayings and doings and thinkings are startlingly actual: a weaker pen might have ordered them differently. It is a sign of the author's genius, indeed, that these, in every case, are firstly, so true to life, and secondly to the thesis which he sets out to prove. As a single instance, would Luke Anderson have worked out his own life in any other way than that which Mr. Powys details? It was that, not deeming "the irrevocable pasts as wholly wasted, wholly vain," he rose like Andrew Ryckman, "on its wrecks at last" and attained something nobler.

For Mr. Powys' handling, so far as mere words are concerned, one must indeed be grateful. His verbal light and shade, his exactly applicable word, his apt phrase all through the story proclaim the craftsman at his best. Master of English, if he had written mere balderdash, its glorious clothing would have made glad the heart that loves to see the English language so brilliantly exploited. If now and then he indulges "in slips of prolixity" and "crosses the plain highway of talk" what boots it?

But the story, not its writing is the thing. It is masterly, it is absorbing, it is engrossing from start to finish. One fancies again and again that one is reading Thomas Hardy. What higher praise is there?

HUGH S. EAYRS.

THRILLING ADVENTURE

In "The Mastering of Mexico," by Kate Stephens (Toronto: Macmillan Company, $1.50) the reader who thrills with the "spirit adventurous" will find a feast. With an old sixteenth-century manuscript as a basis, Miss Stephens has told her story—the story of the conflict between a handful of Spaniards and a country of plucky, rugged warriors. As history and phantasy, blended in admirable ratio, the book will appeal to all who respond to the clash of arms. Miss Stevens has a strong colorful style, a dainty touch in word-painting and a way of holding her reader's attention all the time. "The Mastering of Mexico" should prove a good seller.

JACK LONDON'S NEW NOVEL

Jack London's new novel "The Little Lady of the Big House," has to do with Dick Forrest, master of broad acres, a man of intellect, training and wealth, Paula, his wife young, attractive, and bound up in her husband and his affairs, and Evan Graham, traveler, with easy manners and ingratiating personality, a sort of Prince Charming. The problem comes with the entrance of Graham into the Forrest family circle.

CANADIANA

A collection of brilliant essays dealing with vital things of contemporary life and literature, characterize Stephen Leacock's book "Essays and Literary Studies," which are illuminated throughout with Professor Leacock's singular gift of humor and originality of thought.

Many years' study of Northwestern America have made Lawrence J. Burpee, an authoritative in what he has to say about that region in his new book "Fur Traders of the West."

* * *

John Murray Gibbon, of Montreal, has a new book out this year descriptive of Scottish life and character. Its title is "Hearts and Faces."

* * *

Chester Marlin contributes to the Oxford Historical and Literary Studies "Lord Selkirk's Work in Canada." It is based on Selkirk's own papers, and is an original contribution to Canadian history.

NOTES OF A BUSY LIFE

An important new American autobiography published in two large volumes by Stewart & Kidd, of Cincinnati, is entitled "Notes of a Busy Life," recording the life experiences of the Hon. Joseph Benson Foraker, United States senator and former governor of Ohio.

The experiences cover three years in the Union Army in the Civil War, three years on the Bench, four years as governor of Ohio and twelve years in the senate of the United States.

He deals with many political and public events of great importance and incidentally with many National characters whom he met in connection therewith.

He quotes letters from Presidents Hayes, Harrison, McKinley, Taft and Roosevelt, and from Senators Sherman and Hanna, Secretary Hay and other distinguished Americans, which have never before been published.

He covers the Spanish American War, the Panama Canal, and many other important subjects, closing with comments on modern developments in political methods and practices, having special reference to the Initiative, Referendum, Recall and Primary system of making nominations, all of special interest at this time when these methods are being tested by practical experience.

The book will prove of special interest to Canadian students of political history, even though the book is concerned almost entirely with United States affairs.

THEODORE ROOSEVELT

Charles G. Washburn, who has known Col. Roosevelt intimately since the time they were classmates at Harvard, is the author of an important biography of the ex-President, which has recently been published by a Boston publishing house.

"I will say at the outset," says the biographer, "that my purpose is to give the reasons upon which I base my conclusion that Roosevelt has never been a 'politician'; that his opinions, regarded by many as radical and by some as even revolutionary, were carefully considered for many years before they found expression; and that in the campaigns of 1912 he was advancing a cause and not any personal ambition. I shall discuss some of the great questions with which he dealt, and shall not even refer to others perhaps equally or more important. Incidentally I shall give my reasons for believing that Roosevelt is, and always has been, a person of great simplicity of character, of the highest ideals, and with a wider range of genuine human sympathies than any other man who ever occupied the Presidential office. I say wider range of genuine human sympathies, not deeper sympathies, for I have Lincoln in mind. I shall attempt to account for his great popularity and to state the reason why he deliberately and unselfishly, as I believe, chose a course which, for the time being at least, has cast a shadow upon his pathway."



An unconventional photograph of Dorothy Canfield (Mrs. Fisher), author of "The Bent Twig."

MYRTLE REED COOK BOOK

A march publication by a New York house was the Myrtle Reed Cook Book, affording a wide range of recipes for every taste and requirement. Myrtle Reed gained widespread fame with her exquisite stories "Lavender and Old Lace," "A Spinner in the Sun" and others equally delightful.

The English author writing under the nom de plume of "Rita" has produced over forty books. Her novel "The Iron Stair," which was recently published, has had a fine reception. Her real identity is Mrs. Desmond Humphreys.

In the summer a new novel by George Moore is to be brought out in England. Its title will be "The Brook Kerith."

HISTORY OF AMERICAN MUSIC

The new edition of Louis C. Elson's "The History of American Music" is about ready for publication. The author has made a great many corrections in the text so that his statements as to musicians, orchestras, composers and the like may be in accord with the latest facts and conditions, and he has also added a supplementary chapter bringing his narrative down to date.

"Russian Lyrics" is the title of a book which has recently appeared. It is the English version of "Cossack, lover, patriot and peasant."

Ontario Library Association

THE sixteenth annual meeting of the Ontario Library Association will be held on April 24th and 25th at the Central Public Library, Toronto. The address of the president, David Williams, of Collingwood, will be on the subject "The Press and the Library." W. E. Smallfield, of Renfrew, president of the Canadian Press Association, will tell of the carrying of the Public Library By-law in Renfrew. In a symposium at the afternoon session of the first day, Dr. Locke will urge the value of lists of books, submitting a list of books on the great war.

Miss Lillian Smith, head of the Children's Department of the Toronto Public Library Department,, will discuss considerations which enter into the making of a list of books for Canadian girls, while Miss Gladys Stauffer, children's librarian of the west branch of the Toronto Public Library will deal with considerations which enter into the making of a list of books for Canadian books.

In the evening Dr. C. C. James, Canadian Commissioner of Agriculture, will deliver an address on "Agriculture and the War."

In the forenoon of the second day, "The Use of the Public Library by the General Reader," will be the subject of an address by Miss Ethel G. Flavelle, B.A., of Lindsay, while the Hon. Mr. Justice Riddell will speak on "The Use of the Public Library by a Public Man."

Through the courtesy of the O.S.A., the annual exhibition of the Ontario Society of Artists will be kept open specially for this meeting, and thus an opportunity will be afforded the delegates and their friends of seeing one of the most noteworthy of the Canadian Art Exhibitions.

NEW INSPECTOR OF LIBRARIES

W. O. Carson, chief librarian of the London Public Library, has been appointed Provincial Inspector of Public Libraries. Mr. Carson is well known in connection with library work, having been president of the Ontario Librarians' Association, and is chairman of several of the committees of that organization.

SERVICE AT LIBRARIES

In Great Britain we believe less time is lost between asking for a book at a public library and getting it, if it is in stock, than in any other part of the world, says the "Publishers' Circular." An American journalist, Mr. Slosson, editor of "The Independent," says that when he feels inclined to be impatient if he has to wait seven-and-a-half minutes for a book to be found and placed before him in the New York Library, he reminds himself of his experience at the Berlin Library, where "after he had hunted up the book he wanted in the catalogue—no easy task—and made out the necessary documents, including information as to his private affairs that no American census-taker ever dared to ask," and the librarian had ascertained that the book was in, and politely notified that all was in order, he was told that he "could get the book to-morrow."

We believe that there is less formality and red-tape—in fact, less "fuss and bother"—in getting books from a British public library than any other. Of course, in the case of the British Museum, which contains so many invaluable literary treasures, a certain amount of formality is necessary, and probably the same applies to the Berlin or any other great National library.

BRANTFORD PUBLIC LIBRARY

The Brantford Public Library Board has requested a grant of $6,800 which is much below the half-mill on the dollar to which the Board is entitled. The estimates were thus cut down owing to the exigencies of war time. The annual report was presented and showed a total of 28,707 books in the library, 1,144 being added last year.

Total number of books circulated, drawn by the public, 185,702.

Amount of money expended on books, magazines and binding $1,672.27.

The total assets of the library, including buildings, grounds, furnishings and books, amounts to $77,217.

Morriston, Ont., Feb. 29—The following officers were elected at the annual meeting of the Public Library Board: President, J. Reid; vice-president, W. G. Morlock; secretary and librarian, J. McNaughton; treasurer, J. Huether.

Toronto, Mar. 14—The Wychwood Public Library which for some time has been in the Hillcrest Public School has erected a new building on Bathurst street, which will soon be ready for occupation.

LIBRARY OPEN SUNDAYS

Woodstock, March 1.—The Woodstock Public Library will be open to the public on Sunday afternoons in future. This was decided at a meeting of the board to-day. The question has been up many times before, but a majority of the board was against the move.

THE BLIND MAN'S EYES

Among the spring books just ready is a mystery story of merit, by William MacHarg and Edwin Balmer, who have successfully collaborated in the writing of other gripping tales. Thomas Allen has published a Canadian edition.

In this new book the central character is Basil Santoine, a blind lawyer with a remarkable power of perception. While traveling under the name of Dorne on an East-bound express train from Seattle, in the company of his daughter and Avery, his confidential secretary, this man of nation-wide power is murderously assaulted in his berth. A mysterious young man, Philip Eaton, is suspected of having struck the blow and eventually Eaton is a voluntary prisoner in the sumptuous home of Santoine on the shores of Lake Michigan. There the mystery deepens, for the secret of Eaton's past is only slowly revealed and the situation is complicated by the growing interest of Harriet Santoine and Eaton in each other. But the dominating personality throughout the remarkable story is the blind Santoine who sees the world through the eyes of his daughter and Avery. With their help he has developed a most uncanny knowledge of those with whom he comes in contact and their motives. As the plot is unfolded the situation becomes more dramatic, and the love interest quickens.

"Of One Blood," a new novel by Charles M. Sheldon, author of "In His Steps;" "One More Chance: An Experiment in Human Salvage," a new volume in the Welfare Series, by Lewis E. MacBrayne and James P. Ramsay; "Scenes from the Life of Benjamin Franklin," being reproductions of the ten paintings by Charles B. Mills, in the Franklin Union, Boston, with descriptive text dealing with Franklin's life by Louis A. Holman; and "The Best Short Stories of 1915, and Year Book of the American Short Story," edited, with an introduction, by Edward J. O'Brien, are among the interesting announcements of a Boston publishing house for April publication.

Military Weakness of America Disclosed

Erie Fisher Wood Sounds a Clarion Note of Warning in "The Writing on the Wall."

"THE WRITING ON THE WALL" (The Century Co.), by Eric Fisher Wood, author of "The Notebook of an Attache," which created such a stir in this country and in the United States, is a worthy successor to that book, in its presentation of the arguments for preparedness on the part of the American nation.

Mr. Wood, on the strength of his residence in the belligerent countries during the period of war, offers to his countrymen the results of his observations in the form of a striking picture of the horrors of the war as he saw it, and sounds a clarion note of warning in order that his own country may be saved from a like fate. The book starts off with a vivid and striking pen picture, depicting what the author describes as the most terrible part of any war, the horrors it inflicts upon the helpless civilian population. This powerful appeal is made to serve as an introduction to a mass of general information, collected from high army authorities upon the state of unpreparedness of the United States, together with a resume of international politics as they affect the United States and possible future contingencies. The book is remarkable for the fundamental soundness of its arguments, the evident sincerity of the author, his ruthless handling of the fondest illusions of his countrymen and in short, his consuming passion for truth. It is this fact alone that atones for such lack of continuity in the arguments, which appear more as a mass of collected information than any swinging flow of thought.

The author's passion for the truth leads him into a most excoriating criticism of his country's policy, which has so long deviated from a true appreciation of the international situation. He plays those policies on which they most pride themselves. He derides some of those ideas which have been the very bedrock of American faith and ideals.

There are outlined some suggestions for defence. He intends, apparently, not so much to tell his country how to do, as to rouse them into the moods of doing. He advocates both an army and a navy of overwhelming strength, or failing this, to have at least one of these developed to its full capacity. His arguments partake of a semi-official character, owing to the behind the scenes participation of some nameless army and navy officers of high degree. It is authoritatively stated that they have taken this opportunity of introducing their expert views to the public through the author. Perhaps it is the fact that causes Mr. Wood to dismiss as unworthy of serious consideration the thought that there is any danger in the United States of the creation of a military party or of any appearance of militarism, in spite of all experience to the contrary in other countries. Although it cannot be said that the book will convince any present doubters, it will undoubtedly enlarge the information of those who are at all interested in this problem, and will serve to call the attention of the public to the condition of national and world affairs.

Mr. Wood brings out some striking points. He refers to that romantic and imaginative picture of war, so much a part of the national consciousness of any country which has not before experienced war within the memory of its population; a picture of high light and veiled shadows and holds up to it in contrast the true picture of war as he saw it, stripped of all its glamor, of rescued damsels and glorious charges and exposes in its stead all that is sordid, ignoble and cruel.

He refers to the immunity which Switzerland enjoys during the present war, not because of a treaty, but because of adequate measures of defence. He disclaims belief in any country's respect for treaties. He cites the way not only of Germany, but of the Allies with some of the smaller nationalities, and the case of his own country with the weaker states of Central America. He dismisses the illusion of the advocates of a small and well equipped army—that the Belgian did more than hold the Germans for a few day's time from their objective. Mr. Wood's own conversion to the idea of preparedness dates to within a comparatively recent time when a high German officer pointed out to him that his country, large though it was, was peculiarly vulnerable to attack at its heart and proceeded to demonstrate to him where that heart lay. This is the gist of his whole argument, that an enemy, by occupying only three per cent. of the territory of the United States may dominate the whole of it.

History in all its phases is reviewed and brought down to date in its application to conditions that he seeks to illustrate and improve. He outlines possible causes of friction with other countries with particular reference to Japan on the West, and Germany on the East and gives a forecast of what a war with either of these countries might be. America is compared with China and Japan and is held up as a model to both.

The Swiss and Australasian system of compulsory service are dealt with in some detail and held up as a model for American adoption with variations suited to the needs of the country. An army of two and a half million men is advocated as the irreducible minimum for any country that wishes to keep abreast of the nations in their military campaign to-day. An absolute divorce of army and navy affairs from politics is recommended, and as an illustration of this point the author cites the case of Lincoln whom he credits with all the qualities of genius in his own particular field but whom he holds up, to scorn as a military leader and cites Lincoln's own words to prove that no man, however great a leader in politics, can hope to lead armies without adequate training. The German General Staff is quoted and described to illustrate the superior efficiency of a purely military over a partially civilian army machine. The plans of the present United States administration are derided as utterly inadequate to meet the needs of the situation and serious charges of political chicanery are made.

An appendix contains newspaper extracts, editorial speeches, etc., covering the period of the war, so that the whole becomes a resume of the ever-changing state of the political mind and reviews the changes in it as evidenced by the speeches in Congress, reports of Congressional Committees, etc. This compilation shows a very bad state of affairs in the American Government and even now it is an indirect argument as a whole and strengthens its case by the quotation of prominent authorities who are favorable to the preparedness campaign.

That American anomaly: universal compulsory service is recommended as the only possible alternative to national obliteration and as a surety against the encroachment of other powers. It becomes a solemn note of warning to the whole of North America in its portrayal of conditions as they exist in the world to-day and an outline of the only possible means of combating them. The author would have the battle cry of this most peaceful of Republics become "Aux armes, citoyens! Formez vos bataillons."

THE ROMANCE OF OLD BELGIUM

Timely and most readable is "The Romance of Old Belgium," by Elizabeth W. Champney, author of "Romance of Feudal Chateaux," and "Romance of Roman Villas," recently put out by the Putnam's in an elaborate edition comprising 432 pages and published at $2.50.

In the compass of ten short stories which make up the book, the authoress has drawn a composite picture of the romance of Belgium history from the time of Caesar's conquest of the territory of the Belgae and Nervii, to the time of the conquest of innocent Belgium by the legions of the Kaiser. Each story is a romance complete in itself though some of them are artistically connected. And each represents an epoch in the national history.

The first tells of Caesar's campaigns against the wild Belgae and Nervii; of the great assistance he receives from a daughter of the Nervii whom he rescues from a flaming altar in the depths of a Druid wood where she was being offered as a sacrifice to the powerful war god Beltane; of the girl begging Caesar's love when asked to name a reward for the help she has given him; of his throwing about her protectingly the mantle he wore—to the barbarians a symbol of marriage—of the invasion of Britain, and return to Gaul where the woman is cruelly cast off before Caesar's departure for Rome, and finally of the wounded creature's threat of vengeance, and the execution of that threat. Twin sons are born to her, whom she educates to bitter hatred of the Roman, and upon their attaining manhood the three make their way to Rome in quest of vengeance, whither they arrive on the day of Caesar's assassination. Caesar's barbarian sons join the turbulent mob on the way to the Senate, still resolved "to bear their message to the heart of the Caesar" and there they see Mark Antony draw back from the haughty face of Caesar, the very cloak which he had thrown protectingly around their mother "what day he overcame the Nervii." On the morrow, when Caesar's body is prepared for the pyre, two Gallic daggers are found transfixed to his heart.

The second story is staged 500 years later, towards the close of the 5th century. It introduces Clovis, mighty barbarian king and founder of the Merovingian Dynasty. It tells how this ruthless young giant resolved to wed the fair daughter of Emperor Theodoric, and of the obstacles he had to overcome before he succeeded in winning and carrying off to Rheims this Christian princess.

The third is a tale of the stirring times of Charlemagne, the great Frankish king with the talent of a Bismarck for nation building and consolidation. This is a pretty story of the chivalrous adventures and knightly jousts and tournies of the time, reminding us of Ivanhoe. We are also shown the fabled Roland and his wonderful steed.

Next comes a tale of the Crusades. And we see the stragglers return from the Hermit's crusade and listen while the minstrels sing of doughty deeds in the land of the Saracen.

The songs are well written. In fact each story in the book contains a certain amount of verse. It is used to blend with, and suggest the narrative so artistically, that there is no temptation to skip a line of it.

Then we have a chronicle of Froissart retold, and we find it one of the most charming stories in the book. We see Froissart, a page in the castle of Marguerite of Brabant by whom the story is told. We see Isabella, wife of Edward II. of England, seeking refuge here with her youthful son when banished from England. We follow the charming love story of the young Edward and his betrothal to a sister of Marguerite. We ride to Ghent with Marguerite and a gay cavalcade to buy the bride's wedding outfit. We see the busy city, its opulent and arrogant traders, its turbulent mob and their fiery leaders. Then on the death of Edward II., we cross the channel with a band of French lances under John of Hainault, and instal the young Edward upon the throne of England.

The next chapter deals with the romantic story of Jaqueline, Countess of Zealand and Hainault—married as a child to the youthful Dauphin of France, and on his death in succession to the Duke of Brabant, and the English Duke of Gloucester. At last, deprived of her lands, she marries a Flemish barrister, and lives a few short years of happiness.

Then follows the story of the reign of terror, and we mark the work of Philip of Spain executed through his agents Parma and Alva. We see the Prince of Orange, and we have the tragedy of Egmont presented in a new and delightful setting. Then comes an adventurous tale of the time of Colbert in France mingling with a description on the art of Van Dyck and Rubens, threads of adventure concerned with the smuggling into France of Mechlin lace, that the French might learn from their Flemish neighbors the secrets of artistic lace making.

Then next is a realistic tale of Waterloo; and last of all a story of the outbreak of our present war. The latter seems the least real of all the stories, lacking the artistic arrangement so noticeable in the others. Perhaps this is because, with the narrow perspective of our day, we cannot perceive the connotation of all the varied influences with which time and memory paint the saffron light of romance around events.

This book reveals the romance of Belgium just as Walter Scott's works reveal the romance of England and France. It takes the dry straw of historical fact, and with the witchery of imagination weaves out of it the golden tissue of romance.

And its ninety illustrations contribute no little to this effect. There are portraits and landscapes by the masters; there are tapestries showing pageants of the time of Charlemagne, and there are the castles, the guild halls, the cathedrals and the Hotels de Villes of wealthy mediaeval Belgium, adorned with lacy filagree and sculpture. Philip of Spain, with a consideration for buildings which he did not show for human beings, forbade the destruction of churches and monasteries. His modern prototype, reckless alike of the artistry of human handwork and of human life, has destroyed them both.

—C. W. Byers.

War Books

WITH THE RED CROSS IN FRANCE

The Aftermath of Battle, by Edward D. Toland, is a narrative of the experiences of the author with the Red Cross in France. It is illustrated with many photographs and is provided with a preface by Owen Wister. In this preface which well sets forth the character and content of the volume, Mr. Wister says:

"Most of these pages following are, like the photographs which go with them, torn fresh and hot, so to speak, from the diary of a young American, just as he jotted them down day after day in the war-hospitals of France.

"In those hospitals with other young volunteers, many of them Americans, also, he served the wounded Germans and Allies. He carried them upstairs and down, or in from the rain, he assisted at operations, he held basins, he gave chloroform, he built the kitchen fire, he pumped the

water, he was chauffeur, forager, commissariat, he helped in what ways he could, as he was ordered, and also as his own intelligence prompted him in the not infrequent absence of orders. He saw the wounded die, he saw them get well, and he tells about them, their suffering, their courage, their patience. . . .

"In the doings caught alive and set down here, a glimpse of war as it is, is given us; aeroplanes sail by, shells explode and tear the earth, loaded trains arrive smelling of dead flesh: while, round the wounded and the walls which shelter them, life goes on with its birthdays and passing on and off the scene along with doctors, surgeons, and trained nurses. . . .

"As page succeeds page, written without art, yet with the effect of high art, with the effect (for example) of De-Foe's account of the Plague, the reader ceases to be looking at a picture, he is himself in the picture, its terrific realities surround him as if he were walking among them."

WHEN GERMANS SAW EIFFEL TOWER

Arthur Sweetser, an American war correspondent, in his "Roadside Glimpses of the War," has presented the human side of things. He was in turn a prisoner of the Germans and of the French. It is an actual tale of adventure that discounts fiction. With the true sense of the reporter he transmits to the reader exactly what he saw and heard. Here is his dramatic treatment of the turning back of the Germans when Paris was in sight:

"Monsieur, what is that in the distance?" I asked.

"That, Monsieur, is the Eiffel Tower."

The Eiffel Tower! Great Heavens, think of it—that superhuman dash, through Belgium, through France, fifteen to thirty miles a day, constant fighting, little sleeping, scant provisions, and finally the crest of this last hill. Imagine the joy, the officers with swords on high pointing to where Paris could actually be seen; calling for one last superhuman effort; and then, instead—the recoil. Think of the agony of that turning back! I can imagine the last glance at the fairy-like structure, the glance of the nation's soul, baffled, defeated, emotions powerful enough almost to lift the vanquished up and dash them against the tower's iron ribs; the sob of anger and anguish as faces were finally turned in retreat. Truly it is one of the great tragedies of history, this retreat. Glorious though it was for the French, it was by just the same measure anguishing to the Germans."

DIPLOMACY SINCE 1878

In the Diplomacy of the Great War, the author, Mr. Arthur Bullard, seeks to contribute to an understanding of the European situation by revealing something of the diplomacy of the past years, covering the development of international politics in Europe since the Congress of Berlin in 1878.

THE MONS RETREAT

W. Douglas Newton's book, "The Undying Story" (Toronto: McClelland, Goodchild & Stewart), is a masterpiece as a volume of history-while-you-wait. It is the story of the British Expeditionary Force from Mons to Ypres, covering August to November, 1914. To most of us who have had only newspaper reports from day to day, happenings have been confused and vague; events have been jumbled, and we have seen through a glass darkly. Mr. Newton's story comes to such as the truest of mirrors, limning events more sharply, bringing out every detail of the terrible six months under survey with amazing distinctness and in order and sequence. By long odds it is the most facile and graphic and complete version of what those six months meant to the British in France that has yet appeared. It has a definite starting point—Mons—and a definite goal—Ypres. It keeps within these confines and is relevant all the time to the doings and sufferings of the British. The book does not attempt to paint on too large a canvas, and that is one of the reasons why the picture will come to be a classic.

As a piece of literature alone, it is immense. Some of us have known and appreciated Douglas Newton for many moons. The general public, however, were not seized of his tremendous power as a virile and graphic writer, as well as a word-painter who stands out from his fellows. "The Undying Story"—happy title!—should be bought by every and any one who loves Britain and loves her all the more for what she has done and borne. It is not enough to borrow this book (some books are worth no more). Newton's book should be possessed by all. It is bound to have a great sale.—Hugh S. Eayrs.

A RENEGADE'S RAVINGS

The thought that an Englishman named "Chamberlain" could write a series of essays favoring Germany and attempting to show up the weakness of his own country is somewhat appalling at the present time. Such a book, however, has its uses as giving an insight into the workings of the Pan-German mind and giving some definite idea of the projects of the German Militarists. Such a volume, under the rather fantastic title, "The Ravings of a Renegade," will shortly be published.

MODERN ADVENTURE

Driving a motor car in, around and through the early battles of the War before the troops on the Western front were in trenches would probably be regarded, even by the small boy readers of the ten-cent thrillers, as likely to provide sensations equal to anything their favorite authors can produce. The story of just such happenings is presented by Mr. Frederic Coleman's book "From Mons to Ypres, with French." Mr. Coleman is an American who offered his services to the British Army at the outbreak of the War and was occupied for the first ten months in driving this officer and that, on his official business, always well within the range of the guns. How hazardous these journeyings were was shown by the fact that the author was wounded, and had his car hit on six different occasions. With the usual intrepidity of the American, however, he took time not only to make frequent notes of these experiences, but also to make a large number of excellent photographs of scenes in the War zone which later have been used to excellent advantage in illustrating the book. These show, as perhaps nothing else has done, what the famous retreat from Mons really was like.

ARMENIAN EVENTS OF 1915

In a book which the Putnam's, of New York, have recently brought out under the title of "The Blackest Page in Modern History," Herbert Adams Gibbons, Ph.D., presents the facts and fixes the responsibilities, and for that reason and because an appeal to humanity can be made on behalf of the remnant of the Armenian race in the Ottoman Empire without the slightest suspicion of political interest, submits that it is advisable and imperative at this moment to call attention to what is undoubtedly the blackest page in modern history.

SELF GOVERNMENT IN RUSSIA

Interest in Russian novels is greater in this country to-day than it has ever been before and books of war significance pertaining to Russia are of course assured of keen attention, providing, of course, that they are meritorious. "Self Government in Russia," by Paul Vinogradoff, corpus professor of jurisprudence in the University of Oxford, comes from Constable's, of London. Here is an interesting paragraph from the concluding chapter dealing with "Self-Government and War."

"It is a pity that mutual confidence between Government and Society does not exist, but I think it will be found that Russian intellectuals will continue their efforts in the direction of self-government with the same stubborn resolve which has been shown by the Russian armies in the field. And whatever mishaps may be in store for Russia as a result of vacillation and obstruction, the trend of history is sufficiently clear, and will not be arrested by intrigues and party strife. Let us look back for a moment at the stages of the process. It started with the state of siege in Old Muscovy. The calling in of Western skill in military and economic matters opened the way for humanitarian ideals. In the light of these ideals local and provincial self-government arose on a narrow class basis but with a tendency to democratic expansion. The great emergencies of national life called forth a concentration of local efforts for political ends. These concerted efforts reveal an active and patriotic society ready and anxious to contribute its share to the regeneration of the political system."

BRIEF NOTES ABOUT NEW BOOKS

"Flags of all Nations" is a book which presents in their correct colors the various flags, coats of arms, badges of the different nations, together with an interesting history of flags.

Another book by Theodore Roosevelt, just published, comprises a series of essays on outdoor life, its title being "A Booklover's Life in the Open."



MARAVENE THORNTON,
Whose book "When Pan Pipes," is being well received.

Two new Victor Page books are "The Modern Starting, Lighting and Ignition Systems" and "Automobiling Made Easy."

A new socialogical book by Miram Scott just issued is entitled "How to Know Your Child."

An important biography out this month is Charles S. Olcott's "Life of William McKinley."



LILIAN BELL,
Whose Novel, "About Miss Mattie Morningglory," Has Just Been Published.

Thornton Burgess' series of bedtime stories in book form has been extended with the publication of "Adventures of Buster Bear" and "Old Mr. Toad."

Owen Johnson's Lawrenceville stories, "The Prodigious Hickey," "The Varmit" and "The Tennessee Shad," have been brought out in a new uniform edition with the three volumes boxed.

NOT AT HER BEST

The "Sub-Deb," by Mary Roberts Rinehart is one of that prolific writer's recent contributions to the "Saturday Evening Post," that is as contradictory as its author's sex in the quality of mind and method displayed.

The story has all that mature and wholly feminine charm that one comes to look for in a Rinehart story but sadly marred in this case by a laborious and stilted schoolgirl style that is premeditated only in its illiterately painful emulation of a Josh Billings—Ring W. Lardner sort of style into which one not to the manner born can never hope to swing. It is too palpably forced.

Presumably it is a case of attempting to give the public what it wants—a replica of the surprisingly clever Lardner sketches. It is killing the goose that lays the golden eggs. No sooner does an original idea appear upon the horizon of our thought than it is seized upon by the literary wolves, to be chewed and mauled and thoroughly masticated until the reading public is sated with constant repetition and spews it out, a pulpless mass from which all virtuous juice has been extracted. And the leader of the pack, the chief offender becomes again in this case, the magazine that first gave the idea birth and place.

All of which leads to the reflection that it is the magazine after all that in the triangular circle of writer, medium and public becomes the high arbiter of the fate of builded words.

"Rose Cottingham," by Netta Syrett, is a tale of the making of a modern woman, being a subtle study of a girl's development, and a striking picture of the social and literary life of the late Victorian period—the period of "The Savoy" and "The Yellow Book," of Oscar Wilde and Aubrey Beardsley, of the aesthetic and earlier socialist movements.

THE WORLD BEAUTIFUL

Lilian Whiting, author of "The World Beautiful," "Athens the Violet-Crowned," and other fine books has written a meritorious new book entitled, "Women Who Have Ennobled Life." The book published in a $1.50 edition by The Union Press, of Philadelphia, is timely in this day when new feminine activities are so evident.

It is a notable tribute to the American womanhood of the nineteenth century. Appreciation is expressed of the work of nine women who added immeasurably in point of literature, art, education and who promoted in many ways the cause of humanity in general.

These nine are Julia Ward Howe, Elizabeth Barrett Browning, Mary Ashton Livermore, Louisa May Alcott, Margaret Fuller D'Ossoli, Mary Lyon, Harriet Beecher Stowe, Frances Elizabeth Willard and Harriet Goodhue Hosmer, and as the "Christian Nation" says: "A careful study of their great and unselfish lives is a study of the most notable movements in the history of our country's uplift and will inspire coming generations to honor the days of small things and emulate the worthy examples and splendid achievements of these 'women who have ennobled life.' The author has given us a delightful work that should find a ready market, and be given careful reading in every home. It is an ideal gift for a young woman."

ON LETTER WRITING

Sherwin Cody's "Success in Letter Writing" has just been brought out in its seventh edition by McClurg's of Chicago,—proof positive that it has met a real need. The book is a sort of primer on business and social letter writing, containing elementary rules and principles. In the 10 years that have elapsed since its first publication, the art of writing business letters has seen an immense forward development, and Mr. Cody may fairly be considered to be a pioneer in this very important field of business practice.

DIXON'S NEW BOOK

A remarkable new book by Thomas Dixon is "The Fall of a Nation," based upon a moving picture film which like "The Birth of a Nation," will be shown in the moving picture theatres throughout the United States and Canada. The story is, of course, more important to United States readers than to Canadians, nevertheless it will have a claim upon the attention of the people of this country as well as by reason of its war interest. The book is a plea for national defense in the United States. It vividly portrays the weakness of that nation, showing how it is at the mercy of any well organized military nation that may move against her.

WHO IS STELLA BENSON?

Stella Benson, who comes before the fiction reading public with a novel of distinct originality—"I Pose"—is a young English girl, a niece of Mary Cholmondeley, the novelist. It has been Miss Benson's ambition to be an artist, but ill-health has prevented her from applying herself to study for any length of time. She is now apparently to win recognition in literature for the few critics who have seen advance copies of her story have had no hesitancy in pronouncing it a most important piece of work.

"There is much entertainment in this original story," writes the editor of the New York Tribune. "Everybody poses in its pages . . . and the poseurs are delightfully lifelike in their absurdity. A clever book!"

While it is not in any sense a suffrage book, nevertheless the central character is a suffragette and consequently those interested in the "cause," whether for or against it, will find much to reward them in the narrative. Those who have read it have found it difficult to decide in their minds as to whether the book is "pro" or "anti."

THREE DELIGHTFUL NOVELS

From the Page Company, of Boston, comes a copy of "Six Star Ranch," by Eleanor H. Porter, issued in an edition uniform with the Pollyanna books. This book tells the delightful story of a summer spent on a Texas ranch by a merry crowd of people from the East. The book is most pleasingly gotten up, there being most creditable illustrations, the work of R. Farrington Elwell and Frank March.

From the same publishers come copies of "The Violin Lady" and "The Girl From the Big Horn Country." In the former of these, the author being Daisy Rhodes Campbell, is told the story of an American girl's student life in Paris. It describes her first public appearance and its great success and finally tells of the rival who competes with her beloved violin. "The Girl of the Big Horn Country," by Mary Ellen Chase is a story of a Western girl who, having lived all her life on a Wyoming ranch up to the time of a long visit in the East, finds it difficult to adopt herself to new manners and customs, but eventually learns to love the new ways and days.

ANOTHER CORNISH TALE

Eden Phillpotts has followed up "Old Delabole" with another Tale of Cornwall, published in England late in January. Its title is "Faith Tresilion." A reviewer in an English paper says of it: "The ruined fortifications on Daleham Head which play such an important part in this romance are described as so extensive and imposing that one can think only of those of Berry Head as their prototype. The period is that of the great fortifications, hastily commenced and never quite finished because our sea power held Napoléon at bay. It was the time of Cornish wreckers, when devils in human shape lured ships to their doom, the times of times for smugglers, and the time of the press gang. Of these advantages as affording incident and interest Mr. Phillpotts makes most glorious use. It is a story for the lover of adventure, for those in love with love, and for all who love our West Country scenery, and vivid picture of life in the great times of one hundred years ago. There is delightful humor, some grim tragedy, and we cannot give it higher praise than to advise our readers, chiefly sellers of books and librarians, to read it as a refreshment after work. The most striking character is the fiery fat old widow—so huge that she has to live in bed. Mother Tresilion is a great character, she is the captain of her soul and the moving spirit of the story. It says much for the genius of the author that he can interest us so strongly in this female Falstaff—it is a triumph of mind over matter. As a naval word picture we can think of nothing better than the brief account of the unexpected appearance in Daleham Bay of the battleship "Leviathan," doubtless still manned by some of the heroes who fought her at Trafalgar. All the characters are good—we mean well drawn. Some are as bad as even Mr. Phillpotts can make them, especially old Egg, the undertaker, with a beard down to his knees; he is not bad in parts, but all through—an astounding consistency of badness. It is many years since the author of "Lorna Doone" in his own little library took down one of Mr. Phillpott's earliest works, and, patting it on the back as he spoke, said: "This is the man who will beat me on my own ground." Mr. Blackmore would have enjoyed "Faith Tresilion."

A Book That Provokes Discussion

Harry Kitchell Webster's Book, "The Real Adventure," Does More Than Merely Soothe The Reader—Makes People Think

"In every capital of Europe . . . wherever you find great affairs—matters of state, diplomacy, politics—you find the influence of women in them; women of the great world, sometimes, sometimes of the half-world; great women, at all events, with the power to make or ruin great careers; women at whose feet men of the first



HARRY KITCHELL WEBSTER

class lay all they have; women the touch of whose hands is trusted to determine great matters. They may not be beautiful; . . . they haven't the education, nor the liberties that your women enjoy, and, in the mass, they are not regarded—how do you say?—chivalrously. Yet there they are!"

"Your woman of the aristocrat class . . . is a passive epicure in sensations; sensations mostly mental, irritating or soothing—a pleasant variety. She waits to be made to feel; she perpetually—tastes. One may demand whether it is that their precocity has exhausted them before they are ripe, or whether your Puritan strain survives to make all passion reprehensible, or whether simply they have too many ideas to leave room for anything else. But from whatever cause, they give the impression of being perfectly frigid, perfectly passionless."

These are extracts from Harry Kitchell Webster's remarkable book, "The Real Adventure." (Toronto: J. McLeod.)

Marriage is the real adventure which forms the subject of this novel and the author dilates upon it to the extent of five hundred and seventy-four pages. Most interesting reading, it is, too.

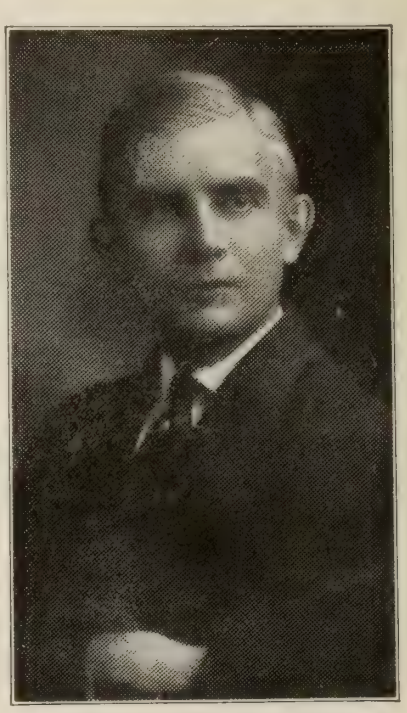
The trouble between Rodney the husband, and the "splendidly boyish" Rose, the wife, was the latter's conviction that Rodney loved her with a purely physical love. What she wanted was his friendship as well as his love. She also resented being considered lazy and three months after becoming the mother of twins, she joins the chorus of a cheap musical show, having decided to learn to earn a living by whatever manner chance might present, in order to scratch that charge of laziness. The story of Rose's struggle, which ensues is a long one, and it is also the story of Rodney's chastening. Where the average hero, the modern replica of the cave man of the early days of the world, would have picked Rose up bodily and carried her home, putting her in her proper place, and thus cutting short a long period of subsequent unhappiness for both, Rodney suffers and endures and Rose conquers, to what end is left to the reader's solution after laying down the book.

From this it may be gathered that the book is not one that will inspire a long succession of mental "hear, hears," in the minds of its readers, but that fact, if anything enhances the grip of the story. The characters are vivid, the situations most engrossing, and whether or not the reader agrees with the various points brought out they make him think and that is something of an accomplishment in these days of fiction for pleasure alone.

IAN HAY'S GREAT BOOK

"The First Hundred Thousand," by Ian Hay (Toronto, William Briggs), one may say, at once, will be a leader among war books. The reputation of Ian Hay—whose war correspondence during the last eighteeen months has been under the nome de plume of "The Junior Sub"—is already that of a fascinating writer. In this book fact is fiction-like in its attractiveness. It is the record of the experiences of some of that first hundred thousand that did so bravely and so gallantly in France. The author is careful to point out that no particular regiment is referred to "K 1"—all of it and representatives of it—these are the actors in Ian Hay's narrative. All the happenings described are actual; the names of the boys and officers alone are fictional.

It would be foolish to try and pick out special anecdotes. All is so good that none is best. It is a book to



EDWIN BATEMAN MORRIS,
Author of "Our Miss York."

possess and read. It is not enough to get hold of a copy by borrowing or acquiring. It is a book for possession. Already the British sale has been enormous, and Canada shows signs of buying it like the proverbial hot-cakes.

THE SPIRITUAL DEVELOPMENT OF MATERIAL THINGS

THE sordid side of war is making itself increasingly felt in the literature of the war; not only in the buying public's limiting of the publishers output to a cheaper grade of book through stress of forced economy, but in the further need of the publishers themselves to restrict that output to one commensurate with the cloth that goes to make the suit.

The British Government has decided to cut down the importation of paper. Curious changes are resulting there and will undoubtedly affect the Canadian market in time. There at least, newspapers will become smaller and there will be fewer novels, a blessing perhaps in disguise. Publishers will be shy of speculating in books by new or little known authors and "first" novels at any rate will be "held up" until after the war. Publisher's lists, so far as they have been made up, are shorter and contain fewer names. Already an extra penny on the shilling is being charged on each of the different styles of binding of Messrs. Dent's "Everywoman's Library."

The public will go back to the primitive days of paper when it was something precious and a thing to be economized in. Cheap books were then unknown. The ten or fifteen cent novel of to-day had its nearest counterpart in the time of Pitt in meagre pamphlets that cost a shilling to print. Some kinds of paper are disappearing altogether and books will feel the pinch.

In England, where we look chiefly for our inspiration for the living, the doing and the reading of this, our common war, hundreds of cheap books are being published and others die the death. Already the effect is being felt here aside from the bargain-hunting proclivities of the general reader, production at its fountain head is dictating this trend in literature.

The authors, like everyone else, are doing more than merely thinking about the war: they are participating in it and the action is coloring their thoughts and governing their product. For good or ill, the mind, the very soul of the nation is speaking through them.

And all opinion, all thought, is so distorted, twisted and abnormal, so liquid, so hard, so altogether contradictory that the result is and will be for some time to come, a muddy stream of hot thoughts, lacking clarity and cohesion. And the spirit of it being but a transient and fleeting picture of a stressful cycle it seeks its own level of a grosser body—the cheaper binding.

Things have a way of taking care of themselves. We have been informed by sageful seers that the war would do this and not that: that our literature would become morbid, happy, wholesome and turgid: that it would become again a realistic fiction, a romantic drama, a highly spiritual poetry; that it would prevent all reading and that it would make all men readers of all things.

And this is what it has done: It has made readers in millions of men who now are thinking their first thoughts, cheap editions are selling as they never sold before. What else can a lonely woman, a befuddled soldier do to ease their aching hearts, their stunned minds of the burden of its question? And those who have read before are now reading more intensively and more extensively—in cheap editions. Always it comes back to that.

The cheap circulating libraries have constituted another important factor in this movement. The long waiting list for cheap copyrights is cutting a big hole in the copyrighted book trade. Locally, the fifty-cent editions which comprise the best of all current production within reasonable time of its first appearance, is usurping first place by force of the insistent demand back of it. And the book seller's buying is following this trend of popular demand.

And too, all this reading, all this thinking, all this sad loneliness is having its effect on all things of the stationery trade. People are writing more, oftener and at more length. One large dealer points to a greater sale of stationery in the past year than he has ever experienced before, and others likewise.

The past two months have witnessed more of this greater revival in the book business than any corresponding period of the war. It has been dull. It is now good. Next to the fifty-cent lines the twenty-five, fifteen and ten-cent ones are going best. But there is this difference. They pander mostly to the squishy school of thought and so are lesser in demand. In them Bertha M. Clay, Charles Garvice, the Duchess, L. F. Meade and Mrs. Reynolds are at their worst best, in sentimental slushiness. But even in this grade of book some classics creep in and an estimate places the proportion of classic to light fiction as 250 of the former to 750 of the latter in a 1,000 book order.

Fortunately, reading to-day is at its worst in this soft fiction if it might be so called. Sex stuff is taboo, except in minute quantities. A feature of current demand is that for military books on the part of all ranks of enlisted men and officers and their women folk and boys at home. As a rule these are found in the higher priced class: Military Law at $1.00, Non-Commissioned Course at $1.25 and Octus' Guide at $1.00 and a host of others are all going so readily that whole tables are given over in some bookstores to display of them.

Of the better class books, Ian Hay's First Hundred Thousand is the most heard of and asked for, although the Canadian issue has not yet made its appearance. Canada and Flanders closely follows it in merit and in inquiry.

Philip Gibb's Soul of The War Mountains, its high prestige that time and sober thought must inevitably seal as an honest if nationally prejudiced pen picture of a nation's travail. It is too early yet for even his light criticism to be properly appreciated by its subjects. Between The Lines suffers so, but more severely. It is too realistic, too true for these realistic times. People are surfeited with cruel action. They demand restful thought or creative stimulation: mental food, not brain pictures.

Local laurels and local interest synchronize in the work of Montreal writers. F. L. Packett's Beloved Traitor has made a distinct hit and is moving well. Alfred Gordon's book of poems, more particularly his paraphrase of Clutton Brock's "An Appreciation of France," has even endeared itself to a local reading public that is most distinctly not partisan in its adherence to its own prophets of the pen.

The international books of the war, enemy books, neutral books, colored by partisanship, lit up by fanciful imaginings and judicious might-have-beens, are finding themselves in this market. Hindenburg's March Into London, translated from the German, is extensively featured in the twenty-five cent edition and promises well. The notorious Lincoln's Revelations of an International Spy and a host of lesser known books of enemy origin are beginning to thrust themselves upon public notice here.

The demand for history, good fiction and biography continues in reasonable amount. Sets are rather better than usual and have been stimulated by extensively advertised bargains in encyclopedias. But of expensive art books, in sets or otherwise, nothing is heard. They are moribund.

Instead, a cheap renaissance of reading is at hand. The torch of knowledge brightly flames. All's right with the world.

A GREAT NOVEL

May Sinclair, whose new book "The Belfry,"(Toronto: Macmillan Company of Canada $1.50) is certainly her best yet, needs no introduction to those readers who like choice fare. She has written too well and too much for that. But she has saved the best wine to the last—so far—for "The Belfry" eclipses all her former stories.

It is a story of unusual people, unusually told. It is the story of unconventional people; unconventionally told. It is a love story of sorts, but it aims to deal rather with the devlopment of a series of mental attitudes:—Furnival, much of a prig, Tasker Jevons, briefly "Jimmy," determined, valiant soul—though he does drop his aitches now and then, and his tastes are unfortunate—and Viola, who will be herself and live her own life in her own way though the heavens fall, and her august and canonical father, who is wise enough to throw up his hands but unchristian enough to wash the same hands of his daughter and her "infra dig" mate. These, one feels, are living, vital, elementary people, people who could be multiplied to the nth degree. Yet they are folk apart, the ununderstood, the unknown quantities in our social organism.

The novel belongs to that class which, for want of a better name, I may call the "life" novel. It has no detailed plot: it is no mosaic, built up of innumerable developments; it has no abundance of action. But it is biographical of the folk it concerns. It deals with them naturally, simply, easily. A master hand—though it is feminine—pulls the curtain aside and describes and displays the characters, shows them in all their weakness and strength, analyzes their motives, dissects their imaginings. You feel that the writer knows the people she writes of through and through, and is telling you all about them.

Jevons, the journalist who gritted his teeth and bucked circumstance till he did what he set out to do, is the centrepiece. His complex character is faultlessly drawn. Creature of impulse, yet master of himself—you've got to admire the man who makes things come to him. All along it was as if he clenched his fist and swore to conquer. "I give myself six months to do it."

Daring convention he and Viola went to Bruges, to see "the Belfry." Soon, against collectively almost impossible obstacles, he marries Viola. The fat is in the fire. But Jevons makes amazingly good, stepping from peak to peak which vaulting ambition descries. He "gives himself" a certain time to wear down the opposition of the "classes" to himself who is not of the "classes." One by one he conquers his enemies. Man after man, woman after woman, go down before his success and his altered self. Then, at the top, almost, of Hill Difficulty, he seems to give way. One sees the reversion to type. The original Jevons, crude, tasteless, vulgaristic peeps out. His wife, loyal always, covering his faults, hiding his faux pas, suddenly feels the strain too much. There are troubled waters.

But Jevons, at the Front, is a new Jevons. Miss Sinclair ends her book amid scenes of the great war. The pictures she draws are frankly, wonderful. Jevons, hit down on every hand in his attempt to get to the front, finally scrapes through and constitutes himself a Red Cross helper. He drives his car here and there—the car whose immaculate whiteness was once his pride—daring the impossible, facing, indeed, fearful odds. He rescues all sorts and conditions of wounded. And the superb touch is his saving Reggie his brother-in-law; the man who heretofore had been half-prig and half-cad. . . . .

"The Belfry" is one of the great novels of the year. It is absorbing, fascinating. More, it is thought-provoking. And as a picture of men and women it is superb. It is a book to read and re-read, and then to read again. I confess to having read it twice within a month. The more one thinks of it the more one is sure that Miss Sinclair has written a story which must be regarded, in its own way, as a masterpiece.

—Hugh S. Eayrs.

SHAKESPEARE'S BOYHOOD

William Shakespeare is the Warwickshire lad of George Madden Martin's book, "A Warwickshire Lad," which is one of the very few stories dealing with the boyhood of the Bard of Avon. The quaint customs and superstitious of the day strongly influenced this imaginative young boy and after seeing his first play he announced to his father that he would be a player when he grew up. He wearied of lessons and played truant many times and during these happy moments he ran wild through the woods in company with Ann Hathaway, who sympathized with him and shared his dislike for the restraints of the school room. The story develops until we see him departing from his home a few years later, after he had married Ann.

EXPLAIN IT WHO CAN?

The new book entitled "Patience Worth" is described as "a psychic mystery." The author, Charles S. Yost is editorial director of the St. Louis "Globe-Democrat" and vouches unreservedly for the genuineness of the experiences of which the book is based. In July 1913, Mrs. James Curran, wife of a former Immigration Commissioner of Missouri, and Mrs. Emily Grant Hutchings, wife of the Secretary of the Tower Grove Park Board of St. Louis, were amusing themselves with a ouija board, when out of a clear sky came:

"Many moons ago I lived. Again I come.
Patience Worth my name."

Thus began an intimate association with "Patience Worth" that still continues, and a series of communications consisting of interesting and even brilliant conversation, poems, allegories and short plays, a long mediaeval drama, and two novels. Very little of this matter is the frequent trash of involuntary writing. An account of the whole matter and the shorter communications make up the present volume.

Nothing in the character or experience of the manipulators of the ouija board indicates that this literature can have proceeded from them.

The London Nation speaks of "Lodges in the Wilderness," by W. C. Scully, as "one of those rare and fortunate authors who have an idea how to write. He has the gift of selecting the suggestive thing to write about and of presenting it not in dead, but in personal language."

A Virginian story by a Virginian is "A Man's Reach," the author being Sally Nelson Robins. The hero is a scion of an aristocratic Virginian family whose struggle against evil forces begins at the University. Fascinating, he is adored by all, especially by Lettice Corbin for whom he saves himself.

An ingenious detective story in which the murdered man takes a prominent part in finding the murderer, is Geraldine Bonner's sensational new book "The Black Eagle Mystery."

An alluring book is Ivory Apes and Peacocks by James Huneker. There is a critical article on Joseph Conrad, cordial to enthusiasm; a piquant paper on Whitman, characterizing the poet as well as describing a visit to him; articles on the musical anarchist Schoenberg, on Richard Strauss, on the Italian futurists, on "Three Disagreeable Girls" (in novels), and a number of other topics of absolutely actual interest.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Just David, Eleanor H. Porter, cloth, $1.25 net: The Blind Man's Eyes, William McHay and Edwin Balmer, cloth, $1.35.

Non-Fiction

Canada Blackie, Annie P. L. Field, with introduction by Thomas Mott Osborne, cloth, $1.00; The Boy Scout Movement, applied by the Church, Norman E. Richardson and Ormond E. Loomis, cloth, $1.50 net; Old Age, Its Cause and Prevention, Sanford Bennett, cloth, $1.50 net.

WILLIAM BRIGGS

Fiction

The First Hundred Thousand, Hay (Ian), cloth, $1.35; Mary Rose of Mifflier, Sterrett, cloth, $1.25; When Pan Pipes, Thornton, cloth, $1.25; Von Hindenburg's March into London, cloth, 75c., paper, 45c.; The Girl of The Big Horn Country, Mary Ellen Chase, cloth, $1.35.

Juvenile

Charlie Chaplin Picture Book, Chaplin, paper, 15c.

Non-Fiction

The New Empire Partnership, Percy Hurd, cloth, $1.50; Aunt Sarah and The War, Anon, paper, 35c.; Scouting for Boys, Baden-Powell (New Edition, 1916), paper, 45c.

CASSELL & CO., LIMITED

Fiction

The Death Rider, Nina Towe, cloth, $1.25; The Daughter Pays, Mrs. Baillie Reynolds, cloth, $1.25; Unrest, Warwick Deeping, cloth, $1.25.

Non-Fiction

The History of the Modern World, Oscar Browning, cloth, $2.25 net; The Austrian Court From Within, Princess Catherine Radziwill, cloth, $3.00 net; The Secret Memoirs, of Bertha Krupp, Henry W. Fischer, cloth, 50c. net.

THE COPP, CLARK CO., LIMITED

Fiction

The Beloved Traitor, Frank Packard, cloth, $1.25; The Hunted Woman, James Oliver Curwood, cloth, $1.25; The Heart of Thunder Mt., Edfrid A. Bingham, cloth, $1.25; Our Miss York, Edwin Bateman Morris, cloth, $1.25; A Cathedral Singer, James Lane Allen, cloth, $1.25; The Song of the Lark, Willa Sibert Cather, cloth, $1.25.

Non-Fiction

Rudyard Kipling, A Literary Appreciation, R. Thurston Hopkins, cloth, $3.00; The Challenge of The Future, Roland G. Usher, cloth, $1.75.

"Auction Bridge for All," (revised to February, 1916), R. F. Foster, cloth, $1.00.

J. M. DENT & SONS

Juvenile

The Laird of Glentyre, Emma M. Green, cloth, $1.00 net; A Boy of Eirinn, Padraic Colum, cloth, $1.00.

Non-Fiction

A Chant of Love for England and other poems, Helen Gray Cone, cloth, 75c net; The Child, His Nature and Nurture, W. B. Drummond, M.B., C.M., M.R.C.P.E., cloth, illustrated, 75c net; Trout Fly-Fishing in America, Charles Z. Southard, cloth, $6.25 net; New Europe, Toynbee, cloth, 45c.; The Rambles of a Canadian Naturalist, S. T. Wood, cloth, $1.75 net.

S. B. GUNDY

Fiction

The Shadow Riders, Isabel Paterson, cloth, $1.35 net; The Fifth Wheel, O. H. Prouty, cloth, $1.35 net; The Man of Promise, W. H. Wright, cloth, $1.35 net; Where the Path Breaks, Capt. C. Crespigny, cloth, $1.35 net; The Tragedy of an Indiscretion, T. W. Brodie-Innel, cloth, $1.25; The Unpretenders, Anne Warwick, cloth, $1.25 net; Exile, Dolf Wyllande, cloth, $1.25.

Non-Fiction

A Painter of Dreams, A. M. W. Stirling, cloth, $3.75 net; Who Wanted the European War, G. Ferrero, paper, 25c; A Merry Banker in the Far East, W. H. Young, cloth, $1.50 net; Domestic Life in Rumania, D. Kirke, cloth, $1.50 net; The War Manual, Vols. 1 and 2, Col. Anderson, paper, each $1.75; Memoirs of M. Thiers, 1870-1873, F. M. Atkinson, cloth, $3.50 net.

HODDER & STOUGHTON, LIMITED

Fiction

Nurse, A. & C. Askew, cloth, 75c.; The Bubble Moon, Roy Bridges, cloth, $1.25; Money's Worth, F. Bancroft, cloth, $1.25; Seed of Paradise, Marie Hartill, cloth, $1.25; Captain the Cure, Mrs. B. Saunders, cloth, $1.25; Betty Wayside, Louis Stone, cloth, $1.25; Wee Macgreegor Enlists, J. J. Bell, cloth, 35c; Poison Belt, A. Conan Doyle, cloth, 35 cents; The Lost World, A. Conan Doyle, cloth, 35c; Knights on Wheels, Ian Hay, cloth, 35c.; Unto Caesar, Paroness Orzcy, cloth, 35c.; Sergeant Michael Cassidy, R.E., "Sapper," cloth, 35c; Lieutenant and Others, "Sapper," cloth, 35c.

Non-Fiction

Raemakers Cartoons, Louis Raemaker, paper, 10c.; Mary Slessor of Calabar, (Pioneer Missionary), W. P. Livingstone, cloth, $1.00; A Military History of the War, Capt. Cecil Battine, cloth, $1.50 net; Father Stanton's Last Sermons, E. F. Russell, M.A., cloth, $1.50 net; God and The War (New Ed.), Dr. J. Paterson-Smyth, cloth, $1.00; Salted With Fire, John Kelman, cloth, $1.00.

History

Canada in Flanders, Sir Max Aitken, M.P., cloth 25c. net.

THOMAS LANGTON

Fiction

German Conspiracies in America, W. H. Skaggs, cloth, $1.50; Her Husband's Purse, Helen R. Martin, cloth, $1.50; The Honey Pot, Countess Barcynska, cloth, $1.50; The Curved Blades, Carolyn Walls, cloth, $1.50.

THE MACMILLAN COMPANY OF CANADA

Fiction

Those About Trench, E. H. Lewis, cloth, $1.35; The Belfry, May Sinclair, cloth, $1.35; The Shepherd of the North, R. A. Maher, cloth, $1.35; Cam Clarke, J. H. Walsh, cloth, $1.35; The Abyss, Nathan Kussy, cloth, $1.50.

JUVENILE

The Mastering of Mexico, Kate Stephens, cloth, $1.50; Master Will of Stratford: A Midwinter Night's Dream (A play), Louise Ayres Garnett, cloth, 50c.; The Steadfast Princess, (Drama League Prize Play), Cornelia Meigs, cloth, 50c.

Non-Fiction

The Farmer and the Interests, Clarus Ager, paper 75c; The Acorn-Planter (A California Forest Play), Jack London, cloth, 75c.; Roadside Glimpses of the Great War, Arthur Sweetser, cloth, $1.25; Law and Order in Industry, Julius H .Cohen, cloth, $1.50; Why Men Pray, C. L. Slattery, cloth, 75c.; The Great Maze—The Heart of Youth: A Poem and A Play, Herman Hagedorn, cloth, $1.25; Good Friday and Other Poems, John Masefield, cloth, $1.25; Standard Cyclopedia of Horticulture, Vol. IV, L. H. Bailey, cloth, $6.00.

McCLELLAND, GOODCHILD & STEWART

Fiction

A Great Success, Mrs. Humphry Ward, $1.25; Uneasy Money, P. G. Wodehouse, $1.35; Gibbie of Clamshell Alley, Jasmine Stone Vandresser, $1.35; Behind the Bolted Door, Arthur E. Macfarlane, $1.35; Captain Gardiner of the International Police, by Robert Allen, $1.35; The Outlaw, Jackson Gregory, $1.00; The Iron Stair, By Rita, $1.35; A Man's Reach, Sallie Nelson Robins, $1.25; The Conquest, Sidney L. Nyburg, $1.25; The Promise, James B. Hendryx, $1.35; A Warwickshire Lad, George Madden Martin, $1.00; Russian Silhouettes, Anton Tchekoff, $1.35.

Non-Fiction

The Spirit of France, Owen Jackson, $1.35; France and the War, Prof. J. Mark Baldwin, 50c.; The Germans in Belgium, Prof. L. H. Grandys, 50c; War Letters from France, Prof. A. De Lapradelle, 50c; Germany vs. Civilization, Wm. Roscoe Fair, $1.00; Eat and Be Well, Dr. Eugene Christian, $1.00; Interest Tables and Formulae: A Book of Interest Tables, by A. E. Holden, $1.00; Simplified Auction Bridge, R. F. Foster, $1.00; Royal Auction Bridge, Compton Williams, 75c; City Planning, Charles Mulford Robinson, $3.50; Our Early Wild Flowers, Harriet L. Keeler, Illustrated, $1.00; Passed by the Censor, Wythe Williams, $1.35; The Golden Lads, Arthur Gleason, $1.35; Socialized German, Frederick Howell, $1.50; Father Payne, $1.50; City Planning, John Nolen, $2.00; Lodges in the Wilderness, W. G. Scully, $1.35; The Listeners, Walter de la Mare, $1.20; Patience Worth: A Psychic Mystery, By Casper S. Yost, $1.40; Industrial Accident Prevention, David Stewart Beyer, $10.00; Heart of Europe, Ralph Adams Cram, $2.50; The French in the Heart of America, by John Finley, $2.50; Mosquito Control in Panama, by J. A. Le Prince, and others, $2.50; The Child in Human Progress, George Henry Payne, $2.50; The Century of the Renaissance in France, by Louis Batiffol, $2.50; The Philosophy of Paining, Raley Husted Bell, $1.25; Curiosities and Proverbs, Dwight Edwards Marvin, $1.75; The Blackest Page of Modern History, Armenian Events of 1915, by Herbert A. Gibbons, $1.75; Pets for Pleasure and Profit, A. H. Verrill, $1.50; The Book of Magic, A. Frederick Collins, $1.00.

GEORGE J. McLEOD

Fiction

The Real Adventure, Henry Kitchell Webster. Cloth, $1.50.

Torchy Private Sec., Sewell Ford. Cloth, $1.25.

The Golden Lamp, Phoebe Gray. Cloth, $1.35.

The Harbour of Doubt, Frank Williams. Cloth, $1.25.

Sam, E. J. Rath. Cloth, $1.25.

The Little Fortune, Arnold Fredericks. Cloth, $1.25.

The Alibi, George Allan England. Cloth, $1.35.

THE MUSSON BOOK CO.

Fiction

Seventeen, Booth Tarkington, cloth, $1.50; The Amateur, Charles G. Norris, cloth, $1.35; The Vindication, Harriet T. Comstock, cloth, $1.35; The Twin Sisters, Justice Miles Forman, cloth, $1.50; The Side of the Angels, Basil King, cloth, $1.50; Nothing A Year, Charles Belmont Davis, cloth, net $1.30; A Sentimental Dragon, Nina Larry Duryea, cloth, $1.25; The Greater Power, Guy Thorne, cloth, 75c.

Juvenile

Hollyhock House, Marion Ames Taggart, cloth, $1.25.

Non-Fiction

Belgian Art In Exile. Issued under the distinguished patronage of H.R.H. the Duchess of Vendome and H.R.H. Princess Victor Napoleon, cloth, $2.50; What Germany Thinks, Thomas F. A. Smith, Ph.D., cloth, $1.25; A.B.C. of Vegetable Gardening, By Eben E. Rexford, cloth, 50c; Fear God And Take Your Own Part, Theodore Roosevelt, cloth, Net, $1.50; The Conquest of America, Cleveland Moffat, cloth, Net, $1.50.

THOMAS NELSON & SONS

Fiction

Donald Ross of Heirma, W. Black, cloth, 7d; Car of Destiny, C. & N. Williamson, cloth, 7d; Count Hannibal, Stanley Weyman, cloth, 7d; House of Defence, E. F. Benson, cloth, 7d.

Non-Fiction

Germany Before the War, Baron Beyens, Belgian Minister to Berlin, cloth, $1.25; Story of Great Armada, Richard Hall, cloth, 1s; Adventures on the Roof of the World, Mrs. Aubrey leBlond, cloth, 1s.; History of the War, Vol. 10, Buchan (John), cloth, 35c.; Ju-Jitsu, W. Bruce Sutherland, paper board, 45c.

AMBITION VS. LOVE

"Our Miss York," by Edwin Bateman Morris, with its Coles Phillips jacket, which comes from the Copp, Clark Co., this month, has all the ear-marks of the novel likely to go with a vim and it certainly does that in the reading. It tells of a woman of strong mentality and charming personality who determines to devote her life to a business career. But she meets THE man, and the story is developed through the conflicting emotions arising out of the struggle for her ambition and the struggle for love and sympathy. Romance, humor and pathos abound and the atmosphere of the work-a-day world which is necessarily introduced by reason of the path the heroine chose, makes the book a most readable one. The story is cleverly worked up to the climax hinging on the final decision of the heroine.

Eleanor H. Porter's Latest Novel

"Just David" a Worthy Sequent Volume to the Pollyanna Novels.

THIS month "Bookseller and Stationer," has pleasure in presenting a half-tone reproduction from a new photograph of Eleanor H. Porter, the noted author, who has won a place in the hearts of so many thousands of readers with her delightful Pollyanna books, and who this year gives us "Just David" (Toronto, Thomas Allen).

This new book is a further exemplification of this writer's theory that the idea of the possibility of happiness should be held up to people, not preached, but demonstrated, as for instance in the simple and natural actions of the characters in her stories.

This new story "Just David," is a veritable cameo in its clean-cut presentation of the unusual circumstances marking the unusual rearing and the influence exerted by a thoroughly lovable and refreshingly original boy, who had not been exposed to any influences of evil. It is a worthy counterpart of "Pollyanna," just as this little boy worthily complements the "glad girl."

The author herself, speaking of the new book says that she has not sought to teach a lesson in it but that her mind has often played around the idea of a child brought up to know only what is good. She fully realized the difficulties to be contended with in eventually bringing such a character in fiction into close association with the stern realities of life, and no small measure of the merit of the book is the marvelous manner in which little David wins through and radiates happiness to others in spite of the odds which he has to face.



ELEANOR H. PORTER.
Author of "Just David."

Up to the age of ten the boy had lived with only the companionship of his father in a secluded but beautiful mountain retreat. The father, who had been a world-famed violinist, had sunk his identity, and his one concern was to bring up his boy free from the influences of evil, but failing health prevented him from carrying this beyond the period when little David reached the age of ten. The father died in the road while taking the boy back to friends, and the name signed to the scribbled message left with the boy meant nothing to the strangers into whose hands the little boy fell, but those strangers, Mr. and Mrs. Holly, became most interesting characters, and are, in fact, in the course of the story shown the way to happiness by the influence of little David, who wins all hearts by his trustfulness and radiant love for everyone he met.

The father had taught him to express his love of the beautiful on the violin, and had made the boy a master of that instrument, as well as versing him in different languages, so it will be seen that he was a most unusual boy, which goes far toward saving the situation in regard to the unusual course of the boy's experiences.

The child in these experiences is imaginary; in fact, evolved from most distant flights of the imagination, but in his love and talent for music the idea is not so far fetched, for Mrs. Porter herself has recorded one of her own characteristics, and for the first time has put into a story some of her own musical impressions.

"Just David" is a most diverting story. It is a good tonic for those inclined toward selfishness, and, like "Pollyanna," little David may reasonably be expected to wield a wide influence throughout the land as a disseminator of joy and inspiration.

YES, THE KAISER IS REALLY ILL

That the Kaiser is really seriously ill is proven beyond doubt incidentally in a new book, "My Secret Service," shortly to be issued. The author, a young neutral journalist, has had some very unusual experiences within the last few months. One of these being the feat of dining with the Kaiser and King Ferdinand of Bulgaria at Nish. A little later he traveled on the first Bulgarian Express from Constantinople to Berlin. He was in Constantinople when the city went mad over the evacuation of Gallipoli. This, in the light of the fact that the author is intensely British in his sympathies, which is evidenced frequently throughout the volume, makes the book an intensely interesting one for Canadians at the present time. One of the most vivid pictures in the book is that of the banquet at Nish and in this the author speaks most strongly of the Kaiser's ill-health, as he sat coughing for some time during the function.

THE POET OF THE PRINCESS PATS

The Princess Pats have become noted in a good many ways, but until recently it was not known that among them was included a verse writer whose material bids fair to be one of the outstanding bits of literature issued during the War. One well-known English house, some months ago got hold of a manuscript of verse written by Sergeant Frank S. Brown, who by the way was the son of Rev. S. G. Brown, of Almonte, Ont., which, under the title "Contingent Ditties," is causing considerable stir in England. A Canadian edition is to be published. The author, by the way, met his death heroically at St. Eloi, just a year ago, Feb. 23, 1915. His verse is characteristic and deals altogether with military matters. The fact that several of his poems have appeared in "T. P.'s Weekly" and "The Spectator," is quite proof enough of their quality.

There is in preparation "A Historical Anthology for Canada," by Prof. Horning.

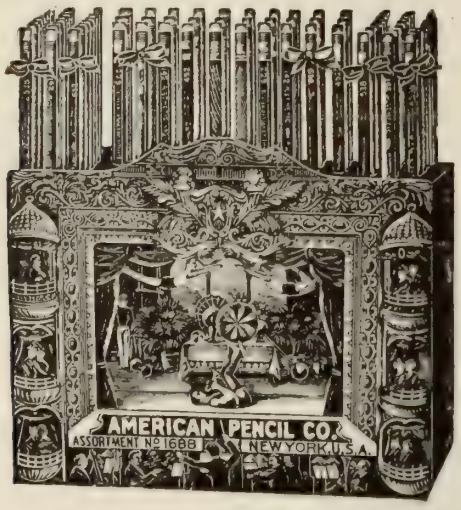
* * *

A valuable new book by A. Stalker, is "Taxation of Land Values in Western Canada."

New Goods Described and Illustrated

PENHOLDER AND PENCIL ASSORTMENTS

Two new items just introduced in the American Lead Pencil Company's line are the "Theatre Assortments" of pencils and penholders respectively.



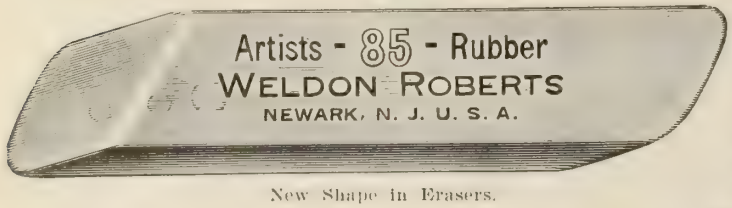
The stand is square and to delight the children there is depicted on the side a theatre scene with an acrobat juggling a drum and dumb-bells while playing a cornet. Other acrobats are depicted doing other stunts in mid-air and on trapezes. Assistants are there too, and the orchestra down front, while applauding people occupy the boxes.



There are six dozen in each assortment, some of the pencils have ribbon bows. These attractive assortments will prove good window attractions.

NEW SHAPE FOR ERASERS

The accompanying illustration of a new item called the "Artist" eraser shows the new shape that this introduces, beveled and pointed ends. This new eraser is of soft white rubber and the claim is made that it has exceptional erasing equalities.



New Shape in Erasers.

A "MOVIE" PENCIL DISPLAY

The ramifications of the "movies" have extended to pencil assortments as indicated by the accompaning illustration of a new display holder, hexagonal in shape, revolving, and displaying the physiognomies of popular ideas of the multitudes who throng the picture shows nightly. It may be added that the assortment as supplied to the trade contains three dozen pencils with gilt tops and erasers.



Pencil display featuring moving picture celebrities.

CLOTH INDEX TABS CARDED

Cards of cloth index tabs of different sizes are now being put out by the Prudon Specialty Co., of North Bergen, N.J. These tabs are, of course, gummed and ready for use.

NEW CORRESPONDENCE PAPERS

While there is a stronger tendency than has been the case for many years toward the use of correspondence papers of other than the fabric finish, the manufacturers have provided for a continued heavy demand for the popular linen finish which has had such a long run of high favor. The Eaton Crane & Pike Company, whose new samples, a representative of "Bookseller and Stationer" had the pleasure of inspecting a few days ago, show Highland Linen and Linen Lawn in a greater variety of numbers than ever and "Grey Lawn" was one of the most conspicuously featured papers in the whole line.

In Linen Lawn, a new envelope is being shown, with the "Intervale" flap, these being obtainable as well in the papeteries and correspondence card boxes.

"Felted Parchment" is a thick paper and this appearance is accentuated by the finish which the name suggests, but the surface takes the pen nicely.

"Quartered Oak" is another new finish. This paper, together with the others that have been mentioned, as well as Highland Linch and Crane's Kid Finish, are all supplied with envelopes, introducing the latest novelties in fancy linings or lithographed Scotch plaid designs having the

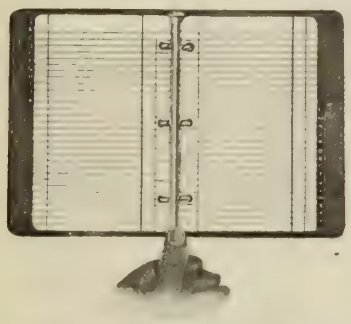
WELDON ROBERTS RUBBER ERASERS

We manufacture the *finest quality* rubber erasers for all uses.

Circular Typewriter Erasers	School Erasers	Gum Cleaners
Oblong Typewriter Erasers	Artists' Erasers	Metal Polishers
Draughtsmen's Erasers	Office Erasers	Etc., Etc.

All styles and sizes of white, red and green rubbers. Write for samples and illustrated list.

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.



12 REASONS WHY

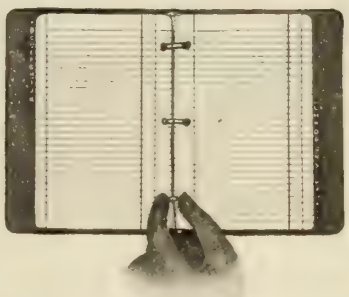
(THERE ARE OTHERS)

YOU SHOULD SELL

LUCKETT'S STERLING LINE

"ALL CANADIAN"

MEMOS and RING BOOKS



1—**METALS** Live, positive action—open and close with a "snap." Mechanically built into the cover—will not work loose.

2—**AUTOMATIC OPENERS:**—Press the triggers on ends of metal on Ring Books, press the concealed boosters in the back of the metals on Memo Books and the rings open automatically. Close by pressing the rings together; this holds the sheets in place and prevents them "jumping" out and catching between the rings.

3—**RINGS:**—Round smooth brass rings that offer least resistance in turning leaves. Accurately fitted joints that do not tear sheets. Mechanically fastened to the metal and cannot pull loose.

4—**BINDING:**—Scientifically constructed along lines acknowledged best. Linings neatly trimmed and securely glued. Hinges reinforced with cloth, thus strengthening covers at points most needed.

5—**POCKETS:**—"Built-in" Style that cannot peel at corners. Sides are REINFORCED with cloth and ANCHORED across opening, which prevents tearing of the leather. THIS IS ONE OF THE MOST IMPORTANT POINTS IN A POCKET, and it is the WEAKEST point in most Ring Books. No other pocket is built in the secure way that ours is.

6—**MATERIAL:**—Nothing but the best is good enough—Genuine Morocco, No. 1 Cowhide and Goatskin, Best Cloth, Canvas, etc., and Artifical Leather that does **not** crack and peel.

7—**PAPER:**—Sheets and Indexes are cut from the best Canadian papers on the market.

8—**INDEX TABS:**—Leather Tabs are made from best grade Watergrain Buffing, clearly stamped in gold leaf, squarely cut and securely attached to sheet. Linen Tabs are equally well made. Our Tabs stay "put."

9—**STANDARDS:**—Sheet sizes and ring spacings are according to prevailing standards, and will interchange with books and sheets now in use.

10—**CATALOG:**—Conveniently arranged, items quickly located. Prices are Canadian retail; it is not necessary to add a percentage for Custom Duty. We give liberal discounts to the trade.

11—**SELLING POLICY:**—We sell through the trade. All inquiries are referred to our dealers.

12—**"ALL CANADIAN":**—MADE IN CANADA and made RIGHT by a strictly Canadian Company. This includes our metal parts. We use Canadian material as far as possible.

STERLING LINE

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria St. Dept. S. Toronto, Ontario

STERLING LINE

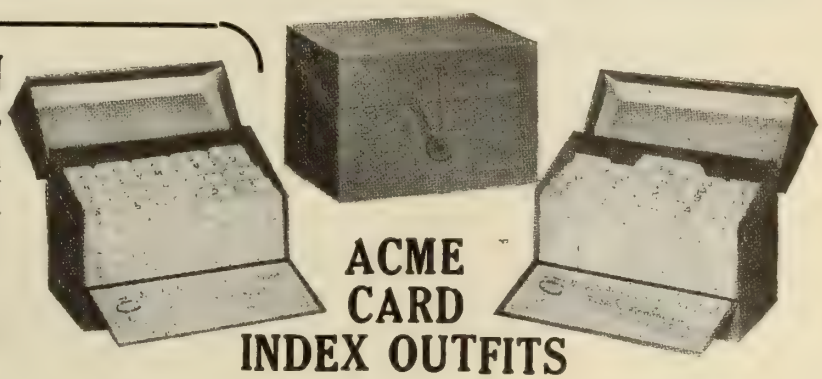
TRADE WINNERS IN THE GLOBE-WERNICKE LINE

Every business man and every housewife is a prospective purchaser for Acme Card Index Outfits. You will be surprised at their ready sale. Introduce them actively. Display them in your window.

They are substantially made, will give satisfaction to the user and sell at a popular price.

Three Highly Popular Outfits:

No. 35-A—Box of 200 White Cards, 3x5, record ruled (Form 1-S): 1 set 25 Alphabetical Guides Buff.
No. 46-A—Same as 35-A except for 4x6 cards.
No. 58-A—Same as 35-A, except for 5x8 cards.
Wrapped singly. Write us for catalogue and trade prices.



ACME CARD INDEX OUTFITS

Complete with Blanks and Index Cards. Three Inches Deep Inside

The Globe-Wernicke Co. Ltd. Stratford, Ont.

same effect. In these tissue linings, designs particularly favored are various sizes of Pekin stripes in black, lavender and blue as well as other designs, and plain linings in delicate shades of pinks, blues, violets and grey.

A new size called "Commercial Square," coming between Octavo and Commercial, is introduced in the Kid Finish line this year.

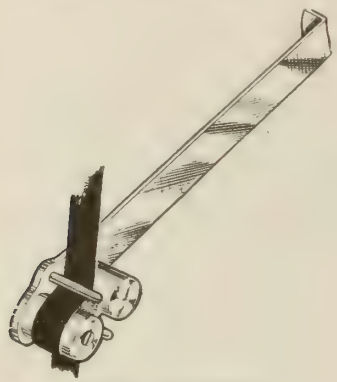
The lined envelopes are supplied also with the new Christmas greeting cards and folders, which are supplied in great variety, the cards being plain, but for such border embellishments as gold beveled edges, French border and plate marked paneling.

FOR TYPEWRITER PLATENS

"Grip" is the name of a new chemical perfected by a company now doing business under the name of the Grip Co., Railway Exchange Building, Chicago, this chemical being intended for application to typewriter platens to prevent the paper from slipping as the platen is turned. A thin coat is applied to the platen and this chemical dries quickly. It is not sticky and will not soil the paper. Among the virtues claimed for "grip" are that it retards the deterioration of the platen, makes the insertion of envelopes, papers and cards easier and more accurate and grips all papers firmly.

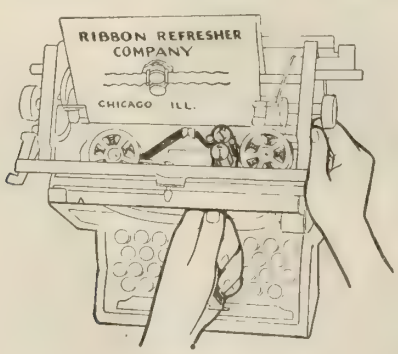
A RIBBON REFRESHER

The accompanying illustrations show the workings of the ribbon refresher put out by the Ribbon Refresher Company, of Chicago. It is used with "ReNUZit" fluid,



Ribbon Refresher

which is not an ink, but an ink solvent, which according to the makers, renews any solid color or two-color ribbon at a cost of one cent. One device is sufficient for any



The Refresher in Use

number of typewriters. The claim is made that the use of this device more than doubles the service obtained from typewriter ribbons.

A REMARKABLE PHOTOGRAPH

Photographic reproductions of what the publishers, Close, Graham & Scully, characterize as "A Mystic Apparition," are now being supplied to the trade.

The late Bishop Maes, of Kentucky (died May 11, 1915), had the following to say about the picture in "The Christian Year," his official paper:



"Last Christmas, W. C. Weidling, of Covington, Ky., took a stroll through Linden Grove Cemetery, in that city. Being an amateur photographer, he carried a pocket kodak, ever on the alert for some beautiful scenery. Near the lake, a fine piece of landscape, quaint with snow-laden trees, caught his eye; a snapshot secured the permanency of the view.

"The film was not developed until three weeks later, and a glance at the picture struck him with amazement; there, within the entanglement of a clump of trees, appeared a perfect likeness of the traditional features of our Saviour, the fanciful result of snow-laden branches and interwoven twigs."

NEW PORTABLE TYPEWRITER

Another new Hammond typewriter is called the "Multiplex." It is a machine of the class known as "portable," being supplied in a very neat case with a handle. Claims made for it are that it has instantly interchangeable type, automatically uniform type impression, permanently perfect alignment and that there is a special proposition for retail dealers, a circumstance that puts it in a more favorable class than certain other typewriting machines which might be named.

TYPEWRITER FEET

The significant name "Lessenoiz" has been given to the cushion feet for typewriters which the Thorp & Martin Typewriter Co. have put out. A rubber holder is hollowed out to fit the foot of the typewriter and in the bottom of this holder is a sponge rubber disc on which the typewriter foot rests. These silencers are said to be extremely successful in absorbing and reducing the noise of operation.



The Automobile Flag Holder

is a new and simple device for holding flags on **Automobiles, Boats, Bicycles and Motor-Cycles.** They are made to hold any number of flags up to seven, i.e., the Allies:

British, French, Belgian, Italian, Serbian, Russian and Japanese.
Holder with complete set of seven silk flags,

75c., 85c., or $1.00 according to size of flags.

Postpaid to any part of Canada or the United States.

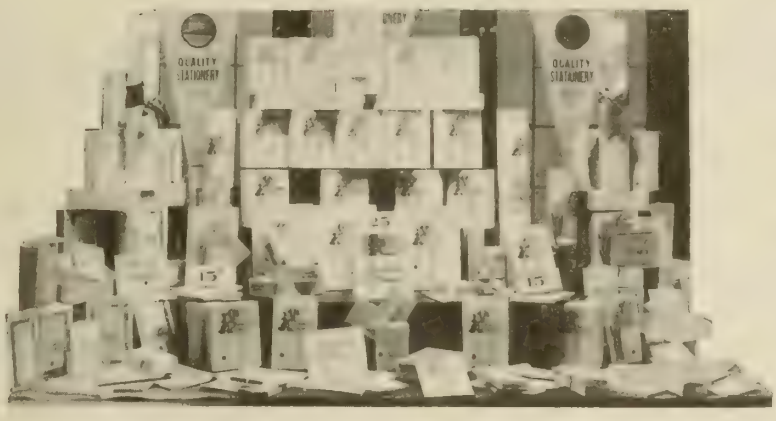
Silk Flags of the Allies, 10c, 20c, 30c, 40c, and 50c per set of 7.

THE TRADE SUPPLIED

ROBERT HARVIE, 605 Yonge Street, TORONTO, ONT., Telephone North 3171

Writing Tablets — Papeteries

The Trade Mark that stands for quality in fine stationery



Damask Linen
English Linen Lawn
Orchid Linen

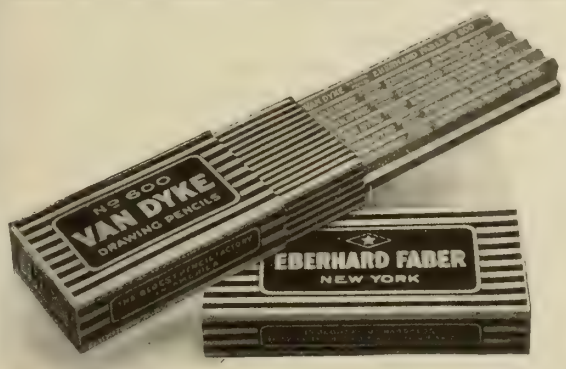
Represent taste and refinement in polite correspondence and they are

Made in Western Canada by

Clark Bros. & Co.
LIMITED

Winnipeg **Edmonton**

Write to-day for samples and prices.



Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL
PANAMA-PACIFIC EXPOSITION

This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by ourselves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK

A REMARKABLE NEW TYPEWRITER

A new model of the Hammond Typewriter to be brought out shortly is designed chiefly for the use of copy writers and others who require a variety of styles and sizes of type, for the preparation of advertising copy, bulletins, circulars, etc. This new machine will write not only the very small-sized type, but letters half an inch high with spacing of three or six letters to the inch.

EASTER SALES METHODS

Easter should produce a great deal of extra business in every book and stationery store. Here is a suggestion for Easter week: Devote a certain percentage of the receipts each day to different churches in turn and advertise this percentage sale aggressively. Make the percentage for the churches as large as possible, keeping in mind the advantage to be gained in stock reduction and in gaining new customers. It is important to get the co-operation of ministers and leading workers of the respective churches, posting them as to which will be "their" day and endeavor to get them to organize committees to persuade members of their congregations to make purchases on that particular day. Advertise the idea in the newspapers, so as to work up strong interest.

NEW WINNIPEG ENTERPRISE

Perhaps the outstanding feature in the trade to-day is the manner in which the West has come back. Who would have thought, having in mind the prevalent croaking of a year ago, that good times would come again so soon in the Western Provinces?

One reason for this satisfactory development is the unshaken confidence of Westerners themselves. This was not the first depression that the West has experienced and as usual the outcome is a still greater West. In the matter of this faith of the Western people themselves in their country a good practical example is afforded by the recent departure of the wholesale stationery firm of Clark Bros. & Co., of Winnipeg, who have begun the manufacture of boxed correspondence papers in that city.

These new productions compare favorably with the other papers in the market. The titles given to these papers are "Damask Linen," "Orchid Linen" and English Linen Lawn."

One of the chief objects of Clark Bros. in entering upon the manufacture of these lines is to still further carry out their policy of prompt delivery enabling them to be certain of having the goods on hand when wanted by the trade.

The enterprise shown is eliciting merited applause. With the maintenance of quality, home products should always and generally do, fare well.

HELPFUL RETAIL HINTS

Have I found a way to cut expenses?

Have I cleaned up the old stickers?

Have I used enough for leaders?

Have I marked all the new—and old—goods in plain figures?

Have I done anything to get new people into the store?

Have I given my advertising in show windows proper attention?

Have I overstocked on any article?

Have I explained the talking points of the goods to the salespeople?

—From "The National."

BOOK LISTS RECEIVED

S. B. Gundy's 1916 Oxford University Press catalogue of 64 pages, is creditable for its comprehension and systematic presentation of books of various classes, with the first eight pages featuring Canadiana, and also for its fine appearance typographically, with inserts presenting halftone illustrations on coated paper, of Stephen Leacock, Sir Gilbert Parker, W. J. Locke and Beatrice Redpath, whose volume of verse "Drawn Shutters," has attracted favorable attention.

From the Macmillan Company of Canada comes their new 86-page classified and alphabetical catalogue of educational books published over the Macmillan imprint as well as books published by the following firms represented by Macmillan's in Canada: A. & C. Black, London; James Maclehose & Sons, Glasgow and E. J. Arnold & Sons, Leeds.

A separate catalogue presents the announcements of new Macmillan books of fiction and general literature for 1916.

Owing to the Shakespeare Tercentenary this year special interest attaches to Sir Sidney Lee's "Life of William Shakespeare;" "Shakespeare's Theatre," by Ashley H. Thorndike and a Shakespeare play for children: "Master Will of Stratford: a Midwinter Night's Dream," by Louise Ayres Garnett, all of which are now ready.

NEW BOOK TOYS

Among the striking new novelties in books review copies of which have come to " Bookseller and Stationer" are the "Army" and "Navy" dolly books published by Valentine & Sons, United Publishing Company. These books, or rather book toys, belong to the series which combine heads, similar to those used for dolls, with shaped toy books. The army book, for instance, has a reproduction of Kitchener's head together with a full length picture of him in uniform, this constituting the cover of the book. The pages following contain A.B.C. rhymes. Here is a typical one:

"Q 'S for our Queen,
She has worked for the wives
Of the men of our country
Who've offered their lives.
And she's sent her two sons
To take part in the war,
No mother in Britain
Could well have done more."

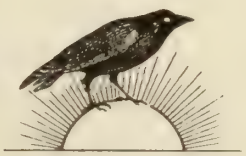
OLD TIME GARDENS

The new and attractively prepared edition of Alice Morse Earle's "Old Time Gardens," a volume which enjoyed great popularity some years ago, but which has been recently out of print, will be welcomed by all lovers of literature and of flowers. In a book of nearly five hundred pages, profusely illustrated with reproductions of photographs, the author deals with such subjects as Colonial Garden Making. Front Door-Yards, Box Edgings, The Herb Garden, In Lilac Tide, Old Flower Favorites, Gardens of the Poets, Childhood in A Garden, Garden Furnishings, Flowers of Mystery and Roses of Yesterday. The illustrations alone are a delight. They show famous old gardens, beautiful examples of flowers that have been popular and of which now little is heard, and queer old-time garden prints of sun dials, garden walks and garden furnishings.

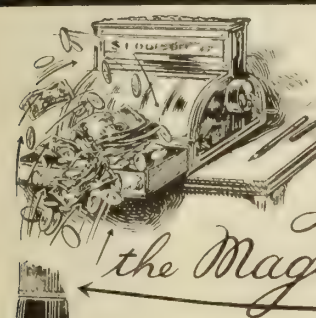
BLANK BOOKS

When in need of Blank Books it will pay you to investigate our line. Quality is the first consideration and you will find that we can suit your every requirement. Although the quality is high, the prices are moderate, and leave a good margin of profit for the retailer. Write to-day for full particulars.

W. V. Dawson
LIMITED



MONTREAL TORONTO WINNIPEG



MAKE FOUNTAIN **PEN PROFITS** *WITH the Pen with the Magic Button*

Buying right insures good profit. Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

The "A.A." Self-Filling Fountain Pen has gained great popularity with the Canadian public, for it never falls short of its advertised merits. What is popular is profitable, and for this reason you should carry the "A.A. Line."

Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
36 THAMES ST. NEW YORK CITY
Not connected with the L. E. Waterman Co.

House of Chappell

ESTABLISHED 1811

The Best Sellers:

LOVE'S GARDEN OF ROSES — Haydn Wood

LAND OF THE LONG AGO - Lilian Ray

THE PERFECT SONG - J. Carl Breil
(Love Strain, "The Birth of a Nation")

'TILL THE BOYS COME HOME — Ivor Novello

LADDIE IN KHAKI - Ivor Novello

WE'LL LOOK AFTER YOU — Paul A. Rubens

KNITTING - - Muriel Bruce and Baron Aliotti.

TIM ROONEY'S AT THE FIGHTIN'! — Norah Flynn

Chappell & Co., Limited
347 Yonge Street, Toronto

You can sell magazines with these names

THERE are certain well-known writers so firmly established in the esteem of the public that the appearance of any of their work in a magazine will insure a ready sale. Included in this topmost rank are writers of stories, writers of articles, humorists, even poets. When the glamor of public appreciation has begun to attach itself to any name, the magazines are eager to get that name on their front covers, for they know full well that it means *added sales.*

Among these "top-notchers" are many Canadian writers, including the following:

Arthur Stringer	**Arthur E. McFarlane**
Stephen Leacock	**Agnes C. Laut**
Robert W. Service	**Nellie L. McClung**
L. M. Montgomery	**Alan Sullivan**

All of these writers are regular contributors to MacLean's Magazine. This is the reason why the demand for MacLean's has increased so rapidly.

The news-stands of Canada are filled for the most part with American publications. There is, of course, a good reason for this. The people have bought American magazines because they have found in them what they want. But **they would prefer a Canadian publication if they found the quality equal.**

With its new list of distinguished contributors, MacLean's can now claim to offer at least an equal quality. MacLean's has this advantage over any American magazine—it treats of Canadian topics and Canadian people. It **comes close home.** The public are beginning to realize that at last a Canadian periodical has arrived which is treating Canadian affairs as entertainingly and as comprehensively as the American magazines treat American affairs; and which accordingly has the very greatest interest for them. As we say, people are beginning to realize this. When that realization becomes general, there is going to be a sort of landslide toward MacLean's. And that will mean good business for the retail handler of magazines.

Are you doing what you can to increase your sales of MacLean's? If not, why not start in **now,** with the May issue, which is just out? This is not an appeal. It is a straight business proposition. An increase in the sale of MacLean's means increased revenue for you. And, as the increase is bound to eventuate in time, why not take fullest advantage of the opportunity by getting it early?

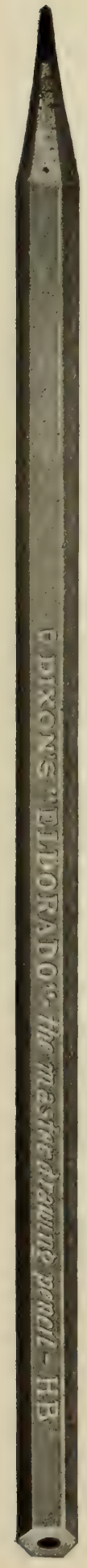
The May issue contains, among other sales-getting features, the following:

First instalment of Arthur E. McFarlane's mystifying detective serial, "Behind the Bolted Door?"
"Humor as I See It," by Stephen Leacock.
"If Uncle Sam Went to War," by Agnes C. Laut.
"My Mate," a war poem, by Robert W. Service.
Editorials on timely national topics by N. W. Rowell, Sir Herbert Ames, C. C. James, James L. Hughes and J. P. Downey.

In fact, it is a number which should sell in record-breaking style to the Canadian public. Give MacLean's a good place in your windows and store. Mention it to customers. You can make it your leader.

MACLEAN'S MAGAZINE

MAY ISSUE NOW OUT



From Beginning to End

DIXON'S ELDORADO "the master drawing pencil"

is designed to meet the requirements of particular architects, artists, engineers and draughtsmen, who appreciate a drawing pencil containing a lead which has a balance of smoothness, strength and wearing qualities, which makes a rich, sharp, well-defined mark.

Proof?—We have on file the following unbiased reports from architects and engineers upon unfinished, unstamped samples of Eldorado, "the master drawing pencil":

1—"I consider them better than the best pencil we have ever used."

2—"They are equal to any pencil ever on the market of either home or foreign manufacture."

3—"It is an ideal pencil for both field notes and the drawing board."

You will render a real service to your customers by supplying them with this "master drawing pencil"

Write on your letter head for samples and booklet No. 88-J, to the

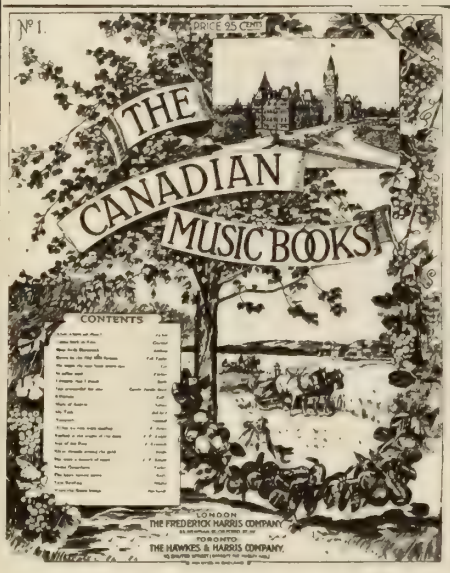
Joseph Dixon Crucible Company

JERSEY CITY, N.J.

Canadian selling agent, A. R. MacDougall Co., 266-8 King St. W., Toronto

J-86

A BIG PROFIT FOR THE CANADIAN BOOKSELLER



Containing 21 Songs. The **Most Popular and Biggest Sellers.** By Carrie Jacobs-Bond, Nevin, Gounod, etc., etc.

FOR VALUE

The Wonder of the World

TRADE 8c **RETAIL 25c**

At 8c per Copy

This is the Best Value Ever Offered in the Whole History of Publishing.

The first dealer who saw this book ordered 3,000 copies, the second dealer who saw it ordered 2,000 copies. 36 pages of music printed from engraved plates with illustrated title.

A MONEY MAKER

5c. and 10c. Music

We are **Sole Wholesale Agents** for Canada of the only 5c and 10c editions that can be legally sold in Canada.

Send for Lists and Trade Rates.

30c and 50c Folios of Music

Send for our new list of Bread and Butter Lines.

We carry in stock Sheet Music, Church Music, Orchestral and Band Music, and everything in music for which there is a demand in Canada.

THE HAWKES & HARRIS MUSIC CO.

10 SHUTER STREET (Opposite Massey Hall) **TORONTO, CAN.**

We carry the largest stock of general Sheet Music and Music Books in Canada

SPENCERIAN STEEL·PENS

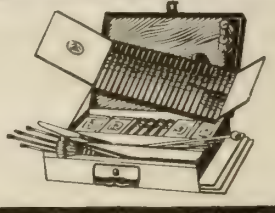
Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

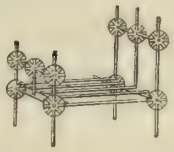
THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

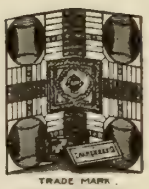
Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

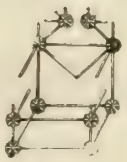












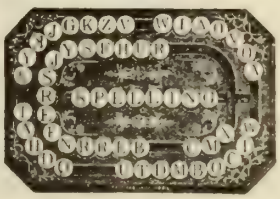


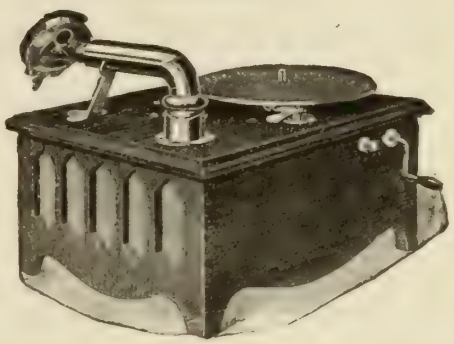
WE ARE MANUFACTURERS OF:

Makatoy Parcheesi Autophones
Spelling Boards Crokinole Lasso
Sliced Birds and Animals etc., etc.

SELCHOW & RIGHTER CO. 620 Broadway New York City







Your Clerks Can Advance

these 10 Good Reasons when talking to customers about

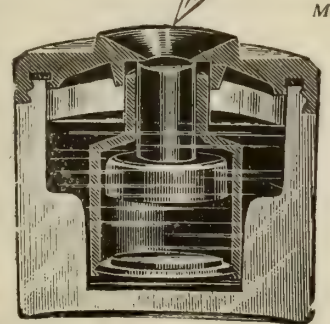
Sengbusch Self-Closing Inkstands

1. Ink always clean and fresh because inkstand closes itself tight as a corked bottle after each dip.
2. 75% of ink is saved, as there is absolutely no evaporation.
3. Busiest clerk can't use more than 8 oz. of ink in a year—12½c worth. Think what that means.
4. Ink never spurts or spatters—nothing to make it do so.
5. Pen dip always uniform—no overloaded pens and consequent blots.
6. Needs filling only once in 2 to 6 months, as against once a week with ordinary wells, if ink is kept fresh and nearly clean.
7. Needs washing out only once a year—helps the office boy keep his hands clean.
8. Saves pens because so little ink can be left on to corrode them.
9. Prevents evaporation of red ink. Works perfectly with copying and drawing inks.
10. Saves time and trouble for everybody. Always ready. Always fresh.



Sectional view of the "Sengbusch."

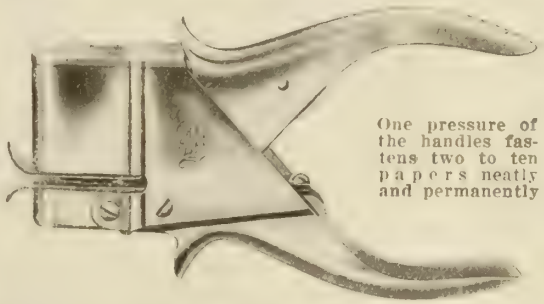
Made in America.



The float in the center keeps the well closed like a corked bottle. When the pen is dipped it pushes this float down (the resistance is too slight to be noticed) and that makes the ink overflow at the top of the "fountain," giving the pen fresh clean ink, and just enough of it. The ink can't spurt, evaporate, nor thicken with dirt or sediment. NONE of it is open to the air. What isn't USED stays there.

Write to-day for complete catalog

SENGBUSCH SELF-CLOSING INKSTAND COMPANY
200 Stroh Building
MILWAUKEE, WISCONSIN, U.S.A.



One pressure of the handles fastens two to ten papers neatly and permanently

BUMP

The New Paper Fastener

THIS device is the talk of the busy office man who appreciates a 20th century office necessity.

We are creating a demand from the consumer for the Bump Fastener by our publicity campaign.

It is up to you to take advantage of this condition by having a supply on hand.

Let us send you fuller particulars and prices.

BUMP PAPER FASTENER CO.
LA CROSSE, WIS.
Canadian Agents: W. J. Gage & Co., Limited.

ADVICE is easy to offer. But consider the number of merchants who will not sell a paper of lesser quality than

Crane's Linen Lawn

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

Toronto Office: 266-268 King St. W.

BOOSEY & CO., Music Publishers

The House that has produced the Biggest Selling Standard Songs in the World, and is to-day unequalled for Vocal New Issues of Merit.

A Few Gleanings from Our Catalogue

Love's Old Sweet Song. Eb, F, G. ..... Molloy
Flight of Ages. The. G, Ab, Bb, C. ..... Bevan
Daddy. Ab, F, G. A. H. Behrend
Audacity (Encore Song). C, D. ..... V. Eville
In Distant Lands. Eb, G. ..... L. Lemon
Enchanted Glade. The. F, Ab. ..... Lois Baker
Nuthin' (Encore Song). Eb, ... G. L. D. Carpenter
Where Pond Lilies Gleam. C.E. ..... Lois Baker
I Hear You Calling Me. G, Ab, Bb, C. ..... C. Marshall
Thora. D, Eb, F, G. ..... Stephen Adams
Mona. C, D, Eb, F. ..... Stephen Adams
Love Bells. C, Db, Eb, F. (Wedding) ..... Dorel
All Joy Be Thine. G, Ab, Bb, Db. ..... Sanderson
Garden of Your Heart. F, Ab, Bb. ..... Dorel
Little Road Home, The. D, Eb, F, G. (A delightful ballad) ..... A. H. Brewer
Fairy Pipers, The. F, G, A, Bb, C. ..... Brewer
Friend o' Mine. F, Ab, Bb, C. ..... C. W. Sanderson
(In memory of Stephen Adams)
In an Old Fashioned Town. D, Eb, F, G. ..... Squire
(A great favorite)
Little Playmates. F, Gb, Ab ..... Ellen Tuckfield
Until. Db, Eb, F, G. ..... W. Sanderson
When My Ships Come Sailing. F, G, Ab, Bb. (Popular).. Dorel
When You Pass. Eb, F, G. ..... W. Sanderson

Patriotic Numbers

Veteran's Song, The. C, D, Eb, F ..... Adams
When You Come Home. D, Eb, F, G. ..... Squire
On His Majesty's Service. F, G. ..... J. Trevalsa
Soldier, What of the Night? C, D, F. ..... J. A. Dix
There's a Land. Db, Eb, F, G. ..... Allitsen
Who's That Calling? C, D ..... Alicia Needham
England's Call. Bb, C. ..... W. Sanderson
Canada Ever! F, Ab, Bb. ..... L. Lemon
Land of Hope and Glory. Bb, C D. ..... Elw. Elgar
Deathless Army, The. A, Bb, D. ..... H. Trotere
Shipmates o' Mine. F, G ..... W. Sanderson
Trumpeter, The. F, G, A, C. ..... J. Airlie Dix
Up from Somerset. Bb, C, D. ..... W. Sanderson

Sacred Numbers

God That Madest. Db, D, Eb F ..... W. Sanderson
Nearer My God to Thee. F, G, Ab ..... Carey
The Angel's Ladder. Eb, F, G. ..... R. Coverly
Comfort One Another. Eb, F. ..... Laura Lemon

etc.

Should you, Mr. Bookseller, have a call for any of Boosey & Co.'s publications, write for our recently compiled Catalogues of Songs and Duets, and Vocal Albums—and order direct.

BOOSEY & CO. RYRIE BUILDING YONGE STREET **Toronto, Ont.**

Also at NEW YORK and LONDON, England

Announcement

NEW SALESROOM

To the Trade:

Recognizing the "UP-TOWN TREND" of business in our line, we are pleased to announce that our samples for 1916 will be displayed on and after February 15, at our New Salesroom No. 201, American Woolen Co. Building, corner of Fourth Avenue and Eighteenth Street, New York City. OUR OFFICE AND FACTORY WILL REMAIN AT 541-547 PEARL STREET, WHERE OUR STOCK WILL BE CARRIED AND GOODS SHIPPED.

PLEASE ADDRESS ALL CORRESPONDENCE TO OUR OFFICE.

We have been makers for 67 years of Stationers' Specialties, Albums—Autograph, Photo-mounting, Post Card, etc.—Invoice and Scrap Books, School Supplies, etc.

W. C. Horn, Bro., & Co.

ESTABLISHED 1849

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

FREE—this memo display case



To aid dealers in selling more De Luxe Memo Books, we are distributing this attractive steel display case. Placed on your counter, it is a real "Silent Salesman," inviting customers to inspect and to buy.

The case is filled with 24 De Luxe Memo Books—8 popular numbers — all complete with sheets and leather tabbed indexes — ready for the vest pocket. Total list price of the 24 books—$30.45. Net price to dealers (including stand)—$15.00.

Wilson-Jones Loose Leaf Co.

CHICAGO and NEW YORK

PUBLISHED BY SCULLY, GRAHAM & SCULLY, Inc.

THE SAME YOU HAVE ALWAYS BOUGHT



PRINTED IN 14 COLORS 25c RETAIL

A223 **OUR LORD** **9x11¼**

(Sometimes called St. Veronica's Handkerchief)

After the Celebrated Painting by Gabriel Max

If you watch the eyes closely they will suddenly open! April 23rd is Easter Sunday. This picture should be against your glass until then. NEW PRICES: $1.80 dozen; $6.25 for 50; $11.25 per 100.

CLOSE, GRAHAM & SCULLY, Inc.
4th Ave., at 30th St., NEW YORK



The House of Tatum

Established 1859

LOOSE LEAF DEVICES
STATIONERS' SPECIALTIES
POWER PAPER DRILLS
Paper Punches and Perforators

Our goods are known throughout the world and for 56 years have maintained a uniform standard of quality. We manufacture a complete line of

Loose Leaf Ledgers	Copying Presses
Post Binders	Copying Appliances
Sheets and Indexes	Ink Stands
Price Books	Paper Weights
Photo Albums	Stick Files
Magazine Binders	Catalogue Racks
Loose Leaf Metals	Stationers' Glassware
Twine Boxes	Wire Letter Trays
Mail Boxes	Wire Waste Baskets
Dumb Bells · Quoits	Broom Racks

Paper Punches operated by hand, foot, steam or electricity, Paper Perforators, Single and Multiple Spindle Paper Drills, Indexing and Tab-Cutting outfits and other up-to-date equipment.

Our long experience in oversea shipping insures careful attention to Export orders.

Catalogues on request

The Sam'l C. Tatum Co.

Main Office and Factory
Cincinnati, Ohio.
U. S. A.

New York Office
54-60
Lafayette Street

Makers of "The Line of True Merit"

HIGGINS'

Drawing Inks, Blacks and Colors
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board and Library Paste
Office Paste
Liquid Paste
Vegetable Glue, etc., etc.



Strictly Original Goods of the Highest Grade Only.

Show Cards, Color Cards and Imprinted Matter Supplied to the Trade. Discounts and Trade Prices give good profits.

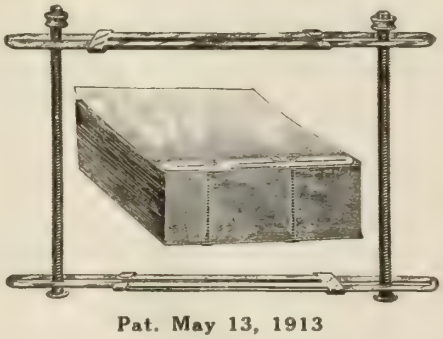
Consumers, emancipate yourselves from the use of corrosive and ill-smelling inks and adhesives and adopt the **Higgins Inks and Adhesives.** They will be a revelation to you.

WE PROTECT THE TRADE BY REFERRING ALL ORDERS AND INQUIRIES THERETO.

CHAS. M. HIGGINS & CO.

Originators and Manufacturers REFINED INKS and ADHESIVES
Main Office and Factory, BROOKLYN, N.Y., U.S.A.
NEW YORK—CHICAGO—LONDON.

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

Moore Push-Pins

(Glass Heads, Steel Points)

Moore Push-less Hangers
(The Hanger with the Twist)



Moore Push Thumbtacks
Moore Push Maptacks
All in 10c Packets



Our Continuous Advertising in high class Magazines means

Quick Sales, Big Profits

Send for Samples and Prices today





Moore Push-Pin Co.
113 Berkley Street Phila., Pa.

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

THE WASHBURNE "O.K." PAPER FASTENERS



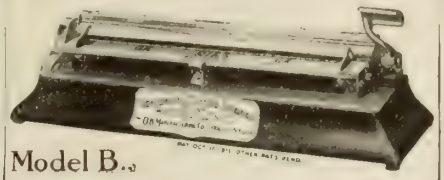
The Washburne "O.K." Paper Fasteners are **easily put on** or taken off with the thumb and finger; can be used repeatedly and *"they always work."* Brass in brass boxes of 100 fasteners each. **Holds with a Sleeve Protected Point that Pierces**

Attractive, Compact, Strong, no slipping — never!!

On in a flash — "Bull Dog" grip

THE RIES "O.K." LETTER OPENER

75% Time Saved — Handy — Easy to Operate
No Adjustments — Always in Order
Guaranteed Two Years
Hand and Electric Driven Power Machines



Model B.

The Ries "O.K." Letter Opener has the advantage of few parts. It removes only ten one thousandths of an inch from the envelope, therefore, the liability of cutting enclosures is virtually impossible. Made in 3 sizes, each size adapted to easy handling for desk use, average weight 6 lbs.

THE SANITARY "O.K." ERASERS

The Most Practical Erasers for Everybody



The Sanitary "O.K." Eraser includes an **Adjustable Metal Holder** which keeps Rubber **Clean, Firm and Keen-edged;** *works better and lasts longer.* Two Rubbers are made, one for Typewriter and Ink, one for Pencil. **By slight pressure clean Rubber is fed down until used;** its narrow edge allows a letter or a line to be erased without injuring another.

GOLD MEDAL AWARDS! PANAMA-PACIFIC INTERNATIONAL EXPOSITION

These products wherever shown, receive the highest endorsement whether at expositions or in the offices of business men.

"O.K." Products are high grade and universal sellers—We control all patent rights.

Full particulars, illustrative and descriptive literature on request. *Liberal Discounts*

O.K. TRADE MARK REG U.S. PAT. OFF.

THE O. K. MFG. CO., SYRACUSE, N.Y., U.S.A. SOLE MAKERS

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



No. 358—1-oz. Cylinder

Carter's Quality Liquid India Inks

are Popular with Architects, Draughtsmen and Artists. Improved bottle and wiper. Made in the following colors:

WATERPROOF

Black, blue, indigo blue, carmine, vermilion, scarlet, brick red, orange, yellow, green, brown, seal brown and violet.

THE CARTER'S INK CO.
356 ST. ANTOINE ST. MONTREAL, QUE.



Gold Medal Crayons

Received "Highest Award"
Panama-Pacific Exposition

"Crayola"	**"An-du-septic"**
"Durel"	**"Anti-Dust"**
"Spectra"	**"Besco"**
"Boston"	**"Talcal"**
"Staonal"	**Slate Pencils**

Crayons for every use

Write for illustrated catalog and prices. We also supply electros for your catalogs.

BINNEY & SMITH CO.

81-83 Fulton Street :: NEW YORK

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Packard
BROTHERS.
MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

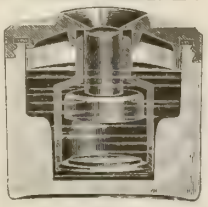
De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Wycil & Company
85 Fulton Street, New York City
carry a large stock of
German, French, Spanish and Italian Grammars
of the
Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.
Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Made in America.
Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg

ERASERS.

Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg
S. S. Stafford Co., Toronto.
"Glov," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE
OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET NEW YORK

Standard Commercial Works

CANADIAN CUSTOMS TARIFF HAND BOOK. Enlarged and revised to date. .....Price, $1.00
MATTE'S INTEREST TABLES at 4 to 10 per cent. .....Price, $3.00
MATTE'S INTEREST TABLES at 3 per cent. .....Price, $3.00
HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent. .....Price, $5.00
HUGHES' SUPPLEMENTARY INTEREST TABLES .....Price, $2.00
HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, $1.00
HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.....Price, $1.00
BUCHAN'S STERLING EXCHANGE TABLES .....Price, $4.00
BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, $4.00
BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c
THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advance .....Price, $2.00
IMPORT COSTS. A new Advance Table .....Price, $1.50
THE IMPORTER'S GUIDE. Advance Tables .....Price, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

BUYERS' GUIDE

Jost "Elite" Greeting Cards and Art Calendars

EXCLUSIVE ideas and designs in Xmas Greeting Cards, hand-made and hand-colored.

HAND-Colored Photo Art Calendars, etc.

Special lines of Greeting Cards made to order from customers' designs.

NEW lines will be added later and samples sent to all interested parties.

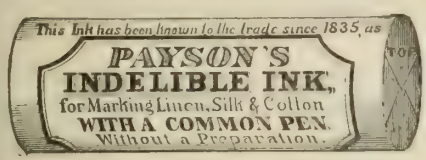
"KOMIQUE" Calendars are absolutely new.

Special prices on large lots and samples free to the trade. Correspondence solicited.

J. H. JOST, Halifax, Canada

Payson's Indelible Ink

For Marking Clothing, Linen, etc.



Always in Red and Yellow Wrappers

Established over 80 years

Sold by all Druggists and Stationers in the Dominion.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
D.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

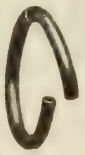
TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note blooks, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by

THE MORDEN MFG. CORPORATION

Waterbury, Conn.

STANDARD COMMERCIAL PUBLICATIONS.

arton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

TICKET and CONDUCTOR PUNCHES



THE BEST MADE

THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

BRITISH FIRM OF BOOK PUBLISHERS gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to cooperate. Write: Books, care of Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c|o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c|o Bookseller and Stationer, University Avenue, Toronto.



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

INDEX TO ADVERTISERS

The American Lead Pencil Co. ... 2
Allen, Thos. ... 16
Anglo-Canadian Music Co. ... 24

Binney & Smith Co. ... 77
Boosey & Co. ... 75
Bump Paper Fastener Co. ... 73
Boorum & Pease ... 15
Briggs, Wm. ... 18
Brown Bros. ... 2
Birn Bros. ... 13
Bobbs-Merrill Co. ... 19
Blackie & Son, Limited ... 23

Carter's Ink Co. ... 77
Chappell & Co., Ltd. ... 69
Clark Bros. ... 67
Crowell Co., Thos. Y. ... 3
Clark, Geo. ... 3
Cassell, The House of ... 6, 7
Copp, Clark Co. ... 8, 9, 10
Close, Graham & Scully, Inc. ... 74

Dawson, W. V. ... 69
Dean & Son, Limited ... 20
Dixon Crucible Co. ... 71

Esterbrook Pen Mfg. Co. ... 25
Eaton Dikeman Co. ... 72
Eaton Crane & Pike ... 75
Eberhard Faber ... 67

Globe-Wernicke Co., Ltd. ... 65
Gilbert, A. C. & Co. ... 5
Gundy, S. B. ... 14
Gale & Polden ... 24

Harvie, Robt. ... 67
Heath's Pens, John ... 26
Heale & Co., J. A. ... 78
Hodder & Stoughton ... 21
Hurst, Aubrey O. ... 1
Hildersheimer & Co., Ltd. ... 22
Hinks Wells ... 24
Harper & Co., Limited ... 25
Horn Bros. & Co., W. C. ... 80
Higgins & Co., Chas. M. ... 76
Hawkes & Harris ... 72

Ideal Specialties Corp. ... 13
Imperial News Co. ... 14

Jost, J. H. ... 79

Luckett Loose Leaf Co. ... 65

McKinley Music Co. ... 80
McCready Publishing Co. ... 24
Macmillan Co. ... 17
Menzies & Co., Limited ... 4
McClelland, Goodchild & Stewart 11
MacDougall & Co., A. R. ... 12, 13
Musson Book Co. ... 21
Modellit Mfg. Co. ... 22
Monarch Paper Co. ... 78
Morton, Phillips & Co. ... 25
Meyers Mfg. Co., Fred J. ... 79
Morden Mfg. Co. ... 79
Merriam & Co., G. & C. ... 25
Modern Art Publishing Co. ... 26
Moore Push Pin Co. ... 76

Nelson, Limited, Thos., & Son ... 26

O. K. Mfg. Co. ... 77

Prestwich Smallware Co. ... 26
Pugh Specialty Co. ... 28
Packard Bros. ... 78

Rand, McNally & Co., Limited.. 16
Ramsay & Son Co., A. ... 72
Rockhill & Vietor ... 76

Stationers Loose Leaf Co. ... 78
Sengsbusch Self Closing Inkstand Co. ... 73, 78
Smith, Davidson & Wright ... 25
Stanford Limited ... 25
Spencerian Pen Co. ... 72
Selchow & Righter Co. ... 73

Tatum Co., Samuel C. ... 74

U.S. Playing Card Co. ... 80

Valentine & Sons ... 27

Wycil & Co. ... 78
Williston, R. L. ... 79
Wilson-Jones Loose Leaf Co. .. 74, 78
Waterman & Co., E. L. ... 69
Waterson & Sons, Geo. ... 22
Wescott Jewell Co. ... 24
Walker Bin and Store Fixture Co., Ltd ... 29
Western News Agency, Ltd. ... 28
Weldon Roberts Co. ... 65

We Invite Comparison

—because we have perfect confidence that our goods, backed as they are by years of experience, will profit by comparison with any others on the market.

Our motto has always been "Quality before Price," and to this we largely owe the big demand which everywhere distinguishes our lines.

Put this popularity to the test when next you order

Typewriter Ribbons and Carbons

We have facilities for meeting every condition and filling every requirement. Get our catalog. Terms are attractive.

MITTAG & VOLGER, INC.

SOLE MANUFACTURERS FOR THE TRADE

Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

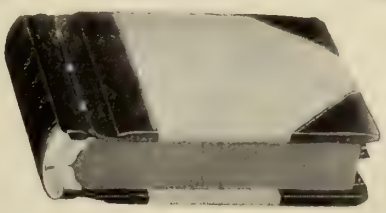
BRANCHES:

NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

SECURITY



Loose Leaf Ledger

This mechanism is our newest development. The side clamping members are welded at the ends to give great strength. Made of steel throughout, with metal hinges, it has already proved itself a winner. Covers are first quality Russia and corduroy, over heavy beveled boards. Made up in salable sizes.

Complete Loose Leaf Catalog Free

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

The Leading Society Stationery

MADE IN CANADA



Made in four finishes and six sizes. **Look for the watermark.**

Have you ordered Inks, Mucilage, Paste, etc.?

We carry a full range of all the leading makes.

PICNIC SUPPLIES

Paprus Plates, Paper Cups, Tablecloths, Napkins, Doilies, Waxed Paper, etc.

Buntin, Gillies and Company, Limited, Hamilton, have lately added to their range of Tally Cards and Place Cards. The new lines are dainty and suitable and sell at popular prices. They are all numbered on the back for scoring and have cords and tassels attached.

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C

VOL. XXXII. PUBLICATION OFFICE: TORONTO, MAY, 1916 No. 5





"Gravity-Stylo"

Right in Principle
Right in Price

Write for price list

Never So Popular
Ever So Profitable

Selling faster to-day, and making more dealer-profits than ever before, Sanford & Bennett Fountain Pens write smoothly because of the improved feed—last indefinitely because of their perfect mechanism. No other pens embody so many exclusive features—no other first-class pens sell at such low prices.

Sanford & Bennett Fountain Pens

satisfy the public demand for precision, service and beauty. Made from the finest materials by picked workmen, in our own factory, under our personal supervision. Each pen fully guaranteed.

The S & B Autopen is the autocrat among self-fillers. Perfect in its action. Both self-filling and non-leakable—no evaporation—pen always ready to write.

S & B Gravity-Stylo is one of the few stylo pens that is entirely satisfactory. Automatic feed control—no springs, no clogging. Ink flows evenly and continuously. Largest reservoir of any "stylo" its size.

Descriptions cannot do full justice to these epoch-making pens. Order samples and let them demonstrate their superior quality and writing ability.

Sanford & Bennett Co.

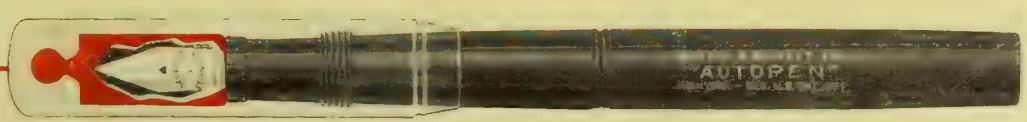
51-53 MAIDEN LANE, NEW YORK

W. E. COUTTS, Canadian Sales Agent
266 King Street West, TORONTO, ONTARIO

S & B AUTOPEN

The Autocrat among the self-fillers.

Write for price list







Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL
PANAMA-PACIFIC EXPOSITION

This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by our selves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK

Peerless Card Index Outfits



A neatly constructed time-saving card index that will appeal strongly to every wide-awake office man.

Substantially made of quartered Oak, Antique Finish, Beech Natural Finish, and Beech Mahogany Stained.

Each tray is fitted with a steel follower.

Alphabetical Outfit consists of 1 tray and 1 set of 25 A-Z guides.

Monthly and daily outfit consists of 1 Tray, 1 set (12) monthly, 1 set (1-31) Daily Guides.

Write for full particulars.

The Globe-Wernicke Co. Ltd.
STRATFORD, ONTARIO

Military Specialties

Battalion Pennants, Cushions and Photo Banners.

Swagger Sticks, Canes and Whips.

Lanyards and Whistle Cords.

Kit Bag Locks, Button Sticks, Service Mirrors.

Cap Protectors for Inside and Outside.

Money Belts.

Purses and Wallets.

Whistles.

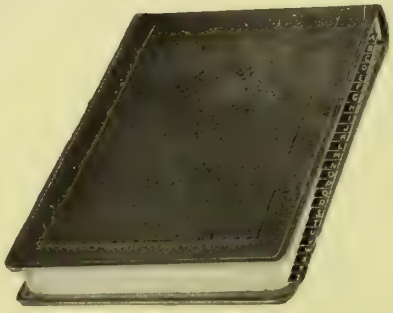
Polishing Cloths.

Post Cards with Battalion Names.

Ever-Ready Flashlights.

Write for Catalogue of these and other good selling lines.

PUGH SPECIALTY CO., Limited
38-42 Clifford St. - Toronto, Canada



ISN'T IT UP TO YOU?

When stationers throughout Canada, large and small, from coast to coast, are putting in and Pushing LUCKETT'S STERLING LOOSE-LEAF. isn't it Up To You to Investigate? That is all we ask—the rest is Strictly Up To Us. If you haven't our catalog send for it now. If you haven't seen our line let us send samples subject to return.

MADE IN CANADA and made RIGHT by a Strictly Canadian Company.

LUCKETT'S STERLING LINE

LUCKETT LOOSE LEAF, LIMITED
215-219 Victoria St. Dept. S. Toronto, Ontario

LUCKETT'S STERLING LINE

12 BIG SPRING SUCCESSES

SEVENTEEN - - - By Booth Tarkington
Illustrated. Cloth, $1.50

If you still have, tucked away under your vest, the heart of a boy; if you still sometimes chuckle over the exploits of Tom Sawyer and Huck. Finn; if your memory still wanders back along the road to yesterday, or lingers in the golden age, you will appreciate Tarkington's latest and best book, "Seventeen."

LIFE AND GABRIELLA - By Ellen Glasgow
Cloth, $1.35

It is pleasant to note that Miss Glasgow's novel, a work of the first literary quality, is also the best selling book in America, according to the April Bookman and the Publishers' Weekly.

THE AMATEUR - - By Charles G. Norris
Cloth, $1.35

The young man in "The Amateur," the big, new book by Charles G. Norris, came to New York and travelled the road to fame—then he found himself. Not only entertaining—it's a real book.

THE SIDE OF THE ANGELS - By Basil King
Illustrated. Cloth, $1.50

A big new love-story by the famous author of "The Inner Shrine" and "The Wild Olive."

THE VINDICATION - By Harriet T. Comstock
Illustrated. Cloth, $1.35

The vindication of a big man's theory of the good that lies within every nature. Situations absolutely new. A good and glowing series of mysteries.

CONQUEST OF AMERICA By Cleveland Moffat
Illustrated. Cloth, 50c.

The invasion of the U.S.A. You don't believe it possible? Then read Cleveland Moffat's romantic story. A most informing book, validated by the scrutiny and approval of Army and Navy Officials.

BABETTE - - - By F. Berkeley Smith
Cloth, $1.25

A romance of French life and the story of a man's regeneration through love. It is an idyl of Touraine and Bohemian Paris.

THE BORDER LEGION - - By Zane Grey
Illustrated. Cloth, $1.50

A new romance that will appeal to the thousands of readers of Zane Grey's "Riders of the Purple Sage" and the "Rainbow Trail."

PEOPLE LIKE THAT By Kate Langley Bosher
Illustrated. Cloth, net, $1.25

A spirit of love for others breathes through the vivid story of emotional heights and warm human interest by the author of "Mary Carey."

THE TWIN SISTERS By Justus Miles Forman
Illustrated. Cloth, $1.50

An interesting character-study of two sisters, and the results in their character of their totally different upbringings.

THE LIGHTNING CONDUCTOR DISCOVERS AMERICA - By C. N. and A. M. Williamson
Illustrated. Cloth, $1.35

A book that will appeal to all the readers of the author's famous "Lightning Conductor." It is a story of love and adventure in New England the Eastern States.

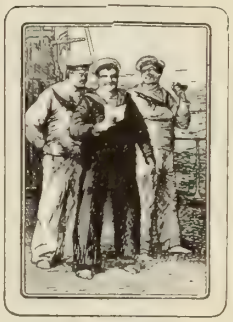
THE CRIMSON GARDENIA - By Rex Beach
Illustrated. Cloth, $1.50

Here is a romantic adventure at floodtide in the tropics, in the mysteries of the Mardi Gras, in the rush of the Klondike Gold Camps, and the big, silent places of the Alaskan north.

THE MUSSON BOOK CO., Ltd.
PUBLISHERS - TORONTO



The Army



The Navy

GOODALL
means good cards and good profits

The name Goodall has long been recognized by the card-loving public as the synonym of every good quality in playing cards. The Goodall reputation has been further enhanced by the addition of the Patriotic Series, which are selling extra rapidly wherever displayed.

Designs that are unusually artistic as well as strikingly patriotic have placed this Goodall line ahead of all others for quick selling popularity.

There are lots of new and attractive ideas in all the Goodall series: **Imperial Clubs, Colonials**, gold edges, **Linenettes, Society, Sultan**, and **Salon**. And every Goodall line has that superior finish that makes shuffling a pleasure.

Every good wholesale house stocks Goodall's Playing Cards. Feature these favorites for quick easy sales, worth-while profits and satisfied customers.

Aubrey O. Hurst
32 Front St. West TORONTO

Veniat Omnes

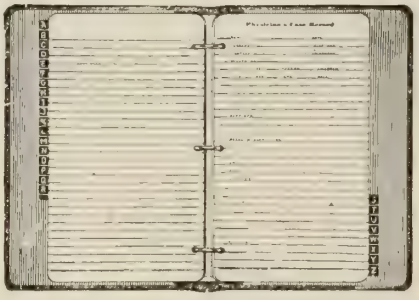


Canadian Flags



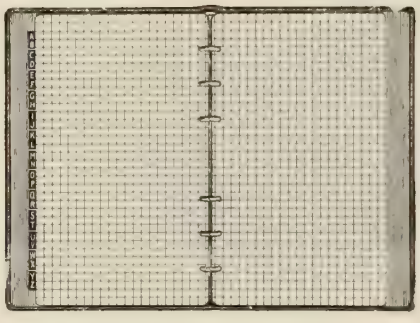
LOOSE I-P BOOKS

The loose I-P line includes a **full range** of books for **almost** every use. Also ruled and printed forms for commercial and professional.



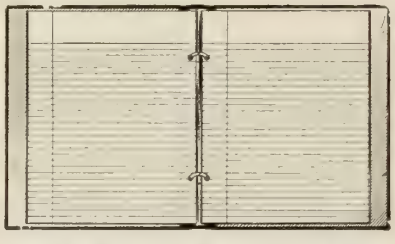
PRICE BOOKS

Carried in stock in ten sizes, open end and side. Three bindings, ½ inch and 1 inch capacity.



MEMO BOOKS

Carried in stock in eight open side sizes and four open end sheets in all rulings.



STUDENTS' NOTE BOOKS

Twelve sizes. Bound full cloth sheets. Ruled or plain.

LARGE RING BINDERS

All standard sizes with rings, ½ in. to 2 in. capacity, Full canvas or half bound.

Canadian Agents for

LOOSE **I-P** LEAF

BROWN BROS., LIMITED

SIMCOE & PEARL STREETS, TORONTO

VENUS
10¢ PENCIL



EVERY architect, draftsman, engineer or surveyor in your territory is a logical customer for **Venus Pencils.** If they are not using **Venus Pencils** now, it is because they have not been fully informed as to the good points of these pencils. The uniformity and toughness of the lead in each degree—the evenness of the grain of the wood—the ease with which a **Venus Pencil** can be sharpened and kept sharp—that it outlasts a half dozen ordinary pencils—these are only a few of the talking points you should use in educating your customer to ask for **Venus Pencils,** "By the Box."

VELVET
5¢ PENCIL



EVERY concern that employs an office man, accountant or clerk ought to be a user of **Velvet Pencils** for all general office work. **Velvet Pencils with the blue band** are economical because the smoothness of the lead and the even fibre of the wood make it unnecessary to sharpen them as often as is the case with other pencils.

Velvet Pencils (selling for 5c each) will outlast two ordinary pencils. They can be sharpened accurately, will keep their points, wear down to the last inch, and are each equipped with a Velvet Rubber Tip.

Milo Rubber Bands

ARE made of the very finest Para Rubber in assorted sizes, and are unconditionally guaranteed for five years.

Are sold by the pound—½ pound, ¼ pound and ounce packings.

Venus Eraser



OUR latest product. Pliable and soft. Indispensable for all pencil purposes. Superior to all others for cleaning drawings and engravings. Made in gray to avoid any discolorment of paper, so often found with colored erasers.

Your Correspondence Is Solicited.

AMERICAN LEAD PENCIL CO.

220 FIFTH AVENUE, NEW YORK

(and Clapton, London, Eng.)



"I am a typical Boy. There are many thousands just like me throughout Canada—hundreds living right in your locality."

"I know a good thing when I see it—and I also know that of all the good things, designed for boys, that I ever saw, Erector is by far the best."

EVERY year thousands of boys show their approval of Erector by buying it.

And on every set sold, some dealer makes a big, substantial profit. With

ERECTOR

"The Toy Like Structural Steel"

boys build bridges, tunnels, battleships, flying machines, farm machinery and hundreds of other models. Great fun for them — and it's educational, too.

Dealers find that Erector practically sells itself—that all they need to do is to feature Erector in their windows in order to bring the boys into their stores.

If you are not handling Erector, write us today and we will send you full particulars of our most attractive proposition to dealers.

Representatives:

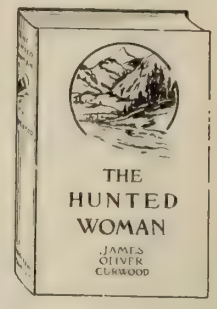
MENZIES & CO., LIMITED

439 KING STREET WEST
TORONTO, ONT.

FOR

THE A. C. GILBERT CO.
NEW HAVEN, CONN., U.S.A.

THE HUNTED WOMAN



BY JAMES OLIVER CURWOOD

Author of "Kazan," "God's Country and the Woman," etc.

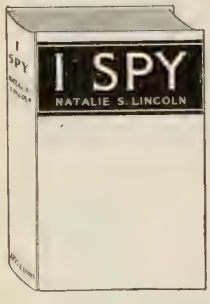
A tale of the end of the line—that indefinite, ever-moving outpost of the railroad far off in the wilderness of North-western Canada.

It was here in the midst of the "Horde"—the rough, lawless band who were joining the ends of the last transcontinental line, that Joanne Gray came on her great search and found not the one she had dreaded, but John Aldous, author and backwoodsman.

The story of Aldous's struggle to save Joanne from Rann and Quade, of their escape from the dynamite tunnel, and the great fight in the "valley of gold," is a tale of quickly mounting climax and excitement.

Like all of Mr. Curwood's work, this story is in and of the North, with its great pines and roaring waters as a setting for a very alluring heroine.

Illustrated by Frank B. Hoffman. Net $1.25.



A SENSATIONAL TALE INVOLVING WAR INTEREST. SCENE: *WASHINGTON, D.C.* TIME: *THE PRESENT.*

"I SPY"

By Natalie Lincoln, author of "C.O.D.," etc. Baffles the most sophisticated reader right to the end.

"Cappy Ricks"

By Peter B. Kyne

Illustrated, $1.35

A Novel of **Business:** Million Dollar Men who are Real, Human Beings—Shipowners—Big Steel Elevators—Busy Lumber Mills—about men who "Make the Sea Pay."

"Love in Youth"

By Frank Harris

$1.25

A Really Big Novel by this Distinguished English Author. A revelation of fresh and curious technique in writing.

"From Pillar to Post"

By John Kendrick Bangs

$1.60

Full of wit and humor; keen, but kindly philosophy. Ten years' journeying as a lyceum lecturer.

"The Real Motive"

By Dorothy Canfield

$1.35

An important new book by this noted American writer who scored so successfully with "A Bent Twig."

"WITH THE FRENCH"

By Richard Harding Davis. Based on the author's second trip to the front, this great book equals "With the Allies" in interest. Tells of the great fighting of the French in Argonne, also of the Allies' retreat from Servia and reinforcements at Salonika.

THE COPP, CLARK CO., Limited

517 WELLINGTON ST. WEST ∴ **TORONTO, CANADA**



BETTER DOUBLE YOUR ORDER FOR

SCHOOL BLANKS



The illustrations on this page show some of the particularly attractive 5c exercise book covers as follows:

No. 1—Raising the Flag.
No. 2—Ivy.
No. 3—Happy Family.
No. 4—Sweetheart.
No. 5—Off to the Front.
No. 6—His First Duck.
No. 7—Playtime.
No. 8—Country Life.



Also many to sell 2 for 5c; and special values at 10c retail. Some of the equally attractive covers of scribblers include

No. 1—Old Homestead.
No. 2—Happy Days.
No. 3—Young Recruits.
No. 4—Rainbow.

And many others to retail at 5c each. Also a big range to sell at 2 for 5c and 1c each.



"MSS"—No. 3225—Canvas covered, to sell at - 25c
"MSS"—No. 3227—Canvas covered, to sell at - 30c
"MSS"—No. 4225—Green cloth, to sell at - - 25c
—No. 5535—Red Rexine, to sell at - - 20c
—No. 5635—Red Rexine (small 4to) - - 20c
"Academy"—Board cover, to sell at - - - 10c



NOTE BOOKS—Students', Library, Prince Edward, Student Days, to sell at 5c—40c a dozen.

Collegiate—best of all ten cent note books, 75c a dozen.

Also University and Midget 3c note books.

Peerless, 10c
Progress, 5c } Premier Examination Pads.



Plenty of Slates

	Wholesale	Retail
Size 5 x 7 - - - - - -	43c per doz.	5c
" 6 x 9 - - - - - -	68c " "	8c
" 6½ x 10 - - - - - -	75c " "	10c
" 7 x 11 - - - - - -	80c " "	10c
" 8 x 12 - - - - - -	1.00 " "	12c
" 9 x 13 - - - - - -	1.20 " "	15c

Same sizes, cloth bound, 80c, 95c, $1.10, $1.25, $1.50, $1.70 per doz. respectively.

Same double, $1.60, $1.90, $2.20, $2.50, $3.00, $3.40 per doz. respectively.

Discounts on above prices when purchased in full case lots, or more.





The Copp, Clark Co.
LIMITED
517 Wellington St. West, Toronto, Can.

Trade Talks from McClelland, Goodchild & Stewart

ABOUT THE NEW NOVELS

YOU will read THE PROOF OF THE PUDDING, by *Meredith Nicholson,* with greater appreciation than any other novel Nicholson has written. We read it with greater enthusiasm than any other of his novels, because we saw that here at last, in one story, were *all* the qualities that made his popular successes. We are getting behind it with all the enthusiasm we have previously put into successive "best sellers." We have picture posters and postcards to help you advertise it. The reading of this crisp, clear-cut story, rich in humor and vitality, will make you as certain of its success and as enthusiastic in selling it as we are ourselves. The book is illustrated and is published at $1.35.

Another mighty good story is MRS. BALFAME, by *Gertrude Atherton,* the author who is being referred to as the greatest woman novelist of America. This new book of hers is an extraordinary mystery novel, one of the higher type, far more than a detective story. First of all, it is a fascinating story of feminine psychology; then a remarkable picture of American provincial life and last, a striking report of a sensational murder trial from both sides. You can introduce this book as unquestionably one of the greatest literary sensations in years. It is a $1.35 book.

When we tell you that SAMARITAN MARY, by *Sumner Locke,* is a book of the type of Martha-by-the-Day, told in the same captivating style, what more need we tell you about it? You know what great sellers the Martha books were, so you'll know that you have another big opportunity with this book, which is published at $1.25.

All *Oppenheim* novels are "best sellers" as every bookseller knows. Consequently THE AMIABLE CHARLATAN should be liberally stocked in all bookshops so as to have it for the army of novel readers who will readily buy each successive tale that comes from the pen of this prolific writer. It is a $1.30 book.

"A book full of chuckles" is the apt description applied by one reader to UNEASY MONEY, by *Pelham Grenville Wodehouse,* the English writer who has come forward so rapidly of late as a favorite of American readers. This is a book that will be popular for the same reason that "Ruggles of Red Gap" proved such a favorite. It is published at $1.35.

Remember "Red Pepper Burns?" You bet you do. Well *Grace S. Richmond* has done it again with UNDER THE COUNTRY SKY ($1.35). This author is called "the novelist of the home." In this latest tale of hers she tells of an old-fashioned American country girl, one who believes in "home" and looks on love as a gleam to follow through life. A happy, wholesome story of the sort most people enjoy reading.

We have just completed arrangements to publish in Canada the complete works of *Rupert Brookes* and have now ready COMPLETE POEMS. LETTERS FROM AMERICA will follow immediately. The latter is especially interesting to Canadians as three-fourths of it is concerned with Canada.

POEMS OF TO-DAY is an anthology of modern British poets, including Kipling, Rupert Brookes, Robert Bridges, Maasefield, Noyes, Meynell, Thompson, Watson, Yeates and others, the book being issued under the auspices of the English Association. This is a 75c book.

Trade Talks from McClelland, Goodchild & Stewart

ABOUT THE NEW WAR BOOKS

WHO GOES THERE? by *Wilfred Meynell,* is a sequel to "Aunt Sarah and the War," and comes in two editions, paper, 35c; cloth, 75c. His first book was so meritorious and widely read that the sequel, being equally well written and having the same elements that made it so intensely interesting, cannot fail to become a big seller.

Undoubtedly the most important book that has been attempted dealing with the British Expeditionary Force during the first three months of the war is THE SEVEN DIVISIONS, by *Lord Ernest Hamilton* ($1.50). It will continue to hold its place as a work of great historical value because of the exclusive sources of information which were open to its author. In England this book went into seven editions in a few weeks.

There have been countless books about the war, but now we come to you with one that *is* the war. This book is "THE RED HORIZON, by *Patrick McGill.* Read it and live mentally what the handful of London Irish, of whom McGill is one, lived physically. It takes a man of true imagination to recreate facts for those who have not seen, so that they may hear and see and feel what he has experienced. "The Red Horizon" is a book that many will consider the most remarkable the war has produced. This book is published at $1.25.

BECAUSE I AM A GERMAN, by *Herman Fernau,* presents the case of the German People vs. Prussianism. The original edition was published in Switzerland. One section of the German press declare it to be the work of "the German scoundrel who wrote 'J'Accuse'," though this is denied by the publishers of the latter book. Now ready, $1.00.

MY HOME IN THE FIELD OF HONOUR, by *Frances Wilson Huard.* This is another "Hill Top on the Marne." Illustrated, $1.25.

With the endorsation of Ex-Premier Clemenceau of France and an introduction by Myron T. Herrick, former U.S. Ambassador to France, PASSED BY THE CENSOR, by *Wythe Williams,* Paris correspondent for the New York *Times,* is a book of great significance. It contains a wonderful military map, never before published, showing the whole line of the German trenches in the famous sector north of Arras. The author was in France at the outbreak of the war and has had exceptional advantages of witnessing the march of events from the standpoint of an American in France. This is a $1.50 book.

Any bookseller who has not already read ANTWERP TO GALLIPOLI, by *Arthur Ruhl,* should do so by all means. It tells of a year of war on many fronts and behind them, covering a variety of experiences in Belgium, France, Germany, Turkey and Bulgaria. In it the author exhibits extraordinary discrimination for really significant things. (Illustrated, $1.50).

We have a new kind of war book for you in BY MOTOR TO THE FIRING LINE, by *Walter Hale* (Illustrated, $1.50). The reading of this book is seeing the war through the eyes of an artist. There are twelve line drawings by the author in tint and thirty-two half-tone illustrations, providing the most vivid pictorial account of the big and little events that constitute this war and how it has changed the physical aspect of France.

Western Made School Supplies

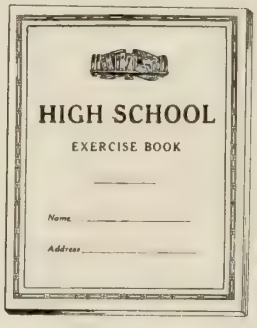


Pencil Scribblers and Pen Scribblers

Exercise Books

All New Pictorial Covers

High School Exercise Book

OUR 

SPECIAL

Absolutely the best paper used in any exercise book in Canada.

Foolscaps
Examination Cap
Note Books, etc.

All made in Western Canada and at prices as good as you can obtain anywhere.

Western Merchants—Order from Winnipeg and reduce your transportation charges.

Clark Bros. & Co.
Limited
WINNIPEG **EDMONTON**



"SCOTLAND FOR EVER!"

The Historic Charge of the Scots Greys at Waterloo.
By LADY BUTLER.

A celebrated picture that sells at sight wherever exhibited. Published first time in colours. First Edition sold out.

New Edition Now Ready.

Engraved Surface, 18in. × 9¼in.
Double Mount, 24½in. × 16½in.

Price 5/-
Trade discount 50%

S. HILDESHEIMER & Co., Ltd.,
96, CLERKENWELL ROAD, LONDON, E.C.
ENGLAND.

S·H & Co LIMITED



He is SO Happy Modelling, with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada:
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.

Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

Order Your School Crayons and Chalks Now

Do not put this off. Prices have already advanced on wax crayons and there are likely to be much greater advances, as the quotations on all ingredients, especially colors, are advancing rapidly.

SCHOOL CHALKS have not as yet gone up, but there is every probability of an early advance.

OMEGA DUSTLESS—The Acme of Perfection. No price advance as yet—it will pay you to double or treble your regular orders.

These chalks are made of Nova Scotia Plaster, the highest grade known for the purpose.



Get our special proposition on yellow enamel chalk.

These crayons and chalks are made by

THE STANDARD CRAYON CO. AT DANVERS, MASS.

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' REPRESENTATIVES 266-268 KING STREET WEST, TORONTO

IMPERIAL NEWS Co., LIMITED

TORONTO, MONTREAL, WINNIPEG

CHEAPEST BOUND BOOKS IN CANADA

Well bound in strong cloth with picture cover—large full size. Hundred titles, very best authors. Send post card for sample copy. You sell at 15c or 20c, our price 10c.

Henty books—these always sell. Strongly bound in buff cloth, large size, striking picture in three colors on cover, every book put up in handsome picture cover — sample forwarded — these sell at 25c or 30c—our price 18½c.

Southworths, Meades and Holmes—all titles in very heavy cloth binding. Full sized colored picture on cover—this is exceptionally handsome. Strong paper cover, marked 50c, sample sent—cheapest lines in Canada. Our price, 22c.

We have also dozens of other lines of bound books that for range of titles and authors cannot be approached. The prices are exceptionally low. Send for samples, lists and prices.

AMERICAN AND BRITISH PAPER BOUND BOOKS

We positively supply fullest range, best authors, titles and covers. ALGER books for boys at 7½c. The ALERTS, by Garvice, Clay and so forth, only 7½c. The JESSE JAMES—all titles at 9c. Modern authors—100 titles at 8½c.

FULL LINES ENGLISH 6d. NOVELS

New stocks, titles and authors. Write for lists. We carry the largest and most complete new stocks of these novels in Canada. Do not place your order elsewhere.

PENCILS, PENS, RUBBERS, CLIPS, PARCEL STRAPS, TO LET SIGNS, and so forth. Try us for all of these. Get our samples and prices.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. **TORONTO: 93-95 Church St.** **WINNIPEG: 376 Donald St.**

FORTHCOMING VOLUMES

GERMANY BEFORE THE WAR ($1.25 net), by Baron Beyens

Belgian ambassador in Berlin, 1912-1914. Describing the Prussian Court, the German Foreign Office, the Kaiser's Policy and Duplicity, Events in Berlin at the Outbreak of War. A prompt and complete Exposure by a Diplomatist who was one of the chief actors in the dramatic incidents he records.

NELSON'S HISTORY OF THE WAR (45c. net), by John Buchan

Everywhere recognized as the most authoritative story of the war. Everywhere praised as a brilliant military history. Vol. XI ready shortly.

JU-JITSU SELF-DEFENCE (35c. net), by W. Bruce Sutherland

The elements of Ju-Jitsu explained for Special Constables, Soldiers, Volunteers and the General Public. Written by an expert at the request of the Special Constables of the City of Edinburgh. Full of photographs.

Thomas Nelson & Sons, Limited, Toronto

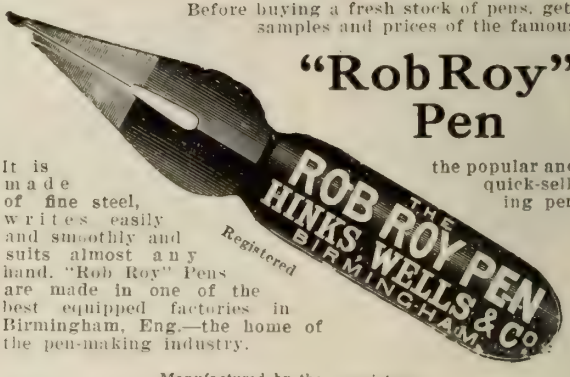


MANY thousand picture slides are used by dealers throughout the country to advertise Highland Linen. Yet this is only one branch, and a modest branch, of our advertising service to dealers. The quality and value of our writing papers make them a profitable line to handle—and to advertise.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen



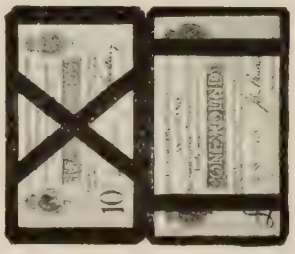
It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

the popular and quick-selling pen

Manufactured by the proprietors:
Hinks, Wells & Co., Birmingham, Eng.

Reversible Bank-Note Case

(Patented)



The very best means of carrying paper money. Every bookseller and stationer should stock them. Made in all qualities of leather to retail at 20 cents to 3 Dollars each. Showing a handsome profit. Prices and particulars sent on application to the actual manufacturers.

D. Harper & Co., Ltd.
Novelty and Fancy Leather Goods Manufacturers,
258-262 Holloway Road - - LONDON, ENGLAND
Telephone: North 1636 North.

Sell

KEYSTONE Pencils, All Grades. The best value 10-cent pencil.

SHAMROCK Pencils, with Rubber Tip. Three grades—H, HB, BB. The best value 5-cent pencil.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing and Wholesale Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Study Your Customers

PENS and personality are inseparable—
The more fully the stationer understands each man's needs, the more fully he realizes the necessity of a pen assortment comprehensive enough to meet them all
That's why more and more stationers are displacing three or four incomplete, duplicating, small pen lines for *one* complete effective assortment.
By this they accomplish five big things:

1st. Tie up less money in stock.
2nd. Save counter space.
3rd. Get maximum display.
4th. Offer the most complete assortment.
5th. Make it easier for the customers to buy.

To assist in concentrating and improving their Pen Departments there are 10 different sizes of Esterbrook Counter Display Cases. Write us about these to-day.

ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET CAMDEN, N.J.

Esterbrook Pens "Easiest to sell!"



"Purchase only Goods produced within the British Empire"
(Rt. Hon. Walter Runciman's Committee)

WHEN ORDERING ERASER RUBBER

SPECIFY THE

'Colonel' REG' BRITISH MADE ERASERS

AND SUPPORT THE INDUSTRY AND CAPITAL OF THE BRITISH EMPIRE

"COLONEL" PENCIL ERASERS—MADE IN 3 COLORS, WHITE, GREEN AND RED.
"COLONEL" TYPEWRITER AND INK ERASERS. "COLONEL" WHITE BEVEL RUBBER.
"COLONEL" COMBINATION INK AND PENCIL ERASERS—MADE IN VARIOUS SIZES.
"COLONEL" GREEN BEVEL ERASER — SPECIALLY SUITABLE FOR USE ON TRACING CLOTH.





The "COLONEL" ERASERS, made by the manufacturers of the famous "Colonel" Golf Balls, are acknowledged SUPERIOR in every way to the foreign-made Erasers so largely in favor hitherto.

ST. MUNGO MANUFACTURING CO., - GLASGOW, SCOTLAND

Distributors for Canada—Menzies & Co., Ltd., 439 King St. West, Toronto.

BLANK BOOKS

If it's quality

If it's a complete line

If it's attractiveness

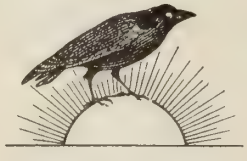
If it's a moderate price

If it's value

If it's prompt service

If it's satisfaction

that you want, we can fill your requirements.



W. V. Dawson
LIMITED
Montreal Toronto Winnipeg

OVERSEAS BATTALIONS
MILITARY BADGES

I carry in stock and can supply promptly

Military Badges of all kinds

Souvenir Military Badge Brooches

Hat Pins

Swagger Sticks

Steel Mirrors

Button Cleaners

and other military lines.

Write me your requirements

Pennants and cushions with regimental crests a specialty.

GEORGE CLARK
Southam Building
128 Bleury Street, MONTREAL

Good Tonics for Your Book Business

Four Spring Leaders Just Ready

VIVIETTE. By William J. Locke

Comes with the Spring Breezes and the Blossoms. A Sprightly Romance.

A tale of love amidst apple blossoms and glorious sunshine. A dramatic love story of two brothers and ONE girl, showing how jealousy is the destroyer and love the restorer of the happiness of hearth and home.

FOUR ILLUSTRATIONS IN COLOUR, BY EARL STETSON CRAWFORD. Cloth 12mo. Net $1.00.



Yours very sincerely W. J. Locke.

ESSAYS and LITERARY STUDIES

By Stephen Leacock

Cloth, 12mo. Net $1.25.

Illuminated throughout with Professor Leacock's singular gift of humor and his characteristic originality of thought, this collection of brilliant essays dealing with vital things of contemporary life and literature ranges over the whole field of modern thought and enquiry. Men and Women, Ignorance and Wisdom, Riches and Poverty, Life and Death.

THE SHADOW RIDERS

By Isabel Patterson

Cloth 12mo. Net $1.35.

This is a stirring tale of Western Canada. The title is the echo of the old West—"the lost land," now living only in the memory of the old settlers of pioneer days, but the story itself is of the newer west, a country of the young, not yet pictured in fiction. A romantic story of a man, of a woman and of a girl. Politics and money play their parts in the plot. Nothing sleepy or stagnant about this story!

HEARTS AND FACES

By J. Murray Gibbon

Cloth 12mo. Net $1.35.

Who is there who would not like to appreciate to the full the romance and the excitement of an artistic career? One big element that assures the best sort of a reception for this fine novel by a Montreal writer who has come into high favour, with a large and growing circle of appreciative readers, is the realistic portraiture of student life in the artists' quarter of Paris. Another feature of strong human interest is afforded by the vivid descriptions of Scottish life and character.

S. B. GUNDY, 25-27 Richmond St. West, TORONTO



This is the stamp of loose-leaf satisfaction

Simplicity, efficiency and durability are the characteristics of

"Standard" Loose-Leaf Devices.

Their manifold advantages are so obvious that big sales are the rule wherever they are displayed.

Dozens of office men are coming into your store every day. Why not get them interested in the latest and most up-to-the-minute loose-leaf systems on the market by featuring "Standard" lines?

The profits are worth securing.

Boorum and Pease Company

Makers of "Standard" Blank Books and Loose-Leaf Devices

Home Offices: Front St. and Hudson Ave., Brooklyn, N.Y.

Factories: Brooklyn, N.Y. St. Louis, Mo.

Stocks of our loose-leaf lines are now carried by: Copp, Clark Co., Limited, Toronto, Can. McFarlane, Son & Hodgson, Limited, Montreal, Canada.

Do You Sell Superfine Linen Record Note Paper and Envelopes?



The Watermark of Quality

Have you ever had the experience of having a discriminating customer insist on something distinctive in correspondence paper and of being at a loss to meet exactly the requirements of this customer?

Of course you have, and so has every other stationer, but some of them have remedied this lack and are now able to satisfy with eminent satisfaction the demand for WRITING PAPER FOR GENTLEMEN by selling the special size in **Superfine Linen Record** put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

GERMAN SUBS? SAFETY FIRST!

Don't Worry. We have England's greatest Sample Book of

Private Christmas Cards

Right here in Toronto.



Entirely British Manufacture.

Special selections of PATRIOTIC and Canadian numbers also other whirlwind sellers.

Acknowledged the most sought after Book on this Continent.

We are no jobbers or middlemen, but the **Branch Office** of our English factory, therefore, you get the best possible value and the highest possible commission, **with all the advantages of being on your Doorstep.**

Our selection and prices stagger all competition to a standstill.

LEDGER ACCOUNT

given where references are satisfactory.

DO NOT RISK SENDING YOUR ORDERS AND MONEY OVERSEAS, but GRASP THIS GOLD MINE OFFER.

Value guaranteed and orders filled within 48 hours.

SAMPLE BOOK FREE. SENT POSTAGE FREE.

We have the greatest selection of 5c cards and up for **Christmas and BIRTHDAY** on this side of the Atlantic.

NO HOUSE CAN SERVE YOU BETTER.

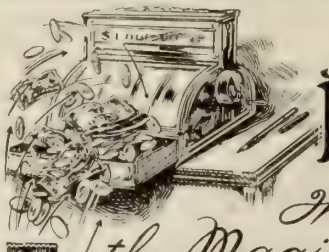
Safety First ORDER NOW

The greatest of the great books

The British-Canadian Publishing Co.

(Exclusive Manufacturers)

Church St. Toronto, Canada



MAKE FOUNTAIN PEN PROFITS WITH The Pen with the Magic Button



Buying right insures good profit. Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

The "A.A." Self-Filling Fountain Pen has gained great popularity with the Canadian public, for it never falls short of its advertised merits. What is popular is profitable, and for this reason you should carry the "A.A. Line."

Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.

Established 1895

36 THAMES ST. NEW YORK CITY

Not connected with the L. E. Waterman Co.

ATTRACTIVENESS ALWAYS SELLS—
OUT-OF-DOORS STORIES ATTRACT—

THEREFORE FEATURE THE FARMER'S MAGAZINE

The May Cover is the most attractive and drawing picture ever appearing on a Canadian farm publication. The green corn, the contented Jersey cows, the painted farm buildings and the vista over the farm—will make any one want to put down his

10 Cents for this Magazine.

Moreover, it is not only the Cover that draws.

The Articles are romances of farm life. They charm with their real life simplicity. The way the dollars come in in dairying, poultry work, grain farming, bee-keeping holds everyone's attention.

The May issue outlines the work of the month; talks about investment of farm moneys, warns against foolish bond issues, answers hard questions, and illustrates all handsomely.

Women's work and home economics is another of the big features of this issue.

Stock it in your window. Tell your customer about it, and increase your sales.

Write for orders now. This issue is a seller.

The MacLean Publishing Co., Limited
143 University Ave, Toronto



A scene on an Ontario Farm that pays big returns.

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by

IDEAL SPECIALTIES MFG. CORP.
NEW YORK

A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

ACTUAL SIZE



SEE THOSE PRONGS?

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

DIXON PENCILS

Your Orders Quickly Filled From Toronto

As selling agents for Canada, we are carrying a complete stock in Toronto of all the popular sellers in the Dixon line THE FIVE CENT PENCIL FOR CANADIAN DEALERS TO PUSH IS "**THE SOVEREIGN**" made expressly for the Canadian market in five grades untipped and three grades tipped.

SELL THE BEST OF ALL 10c PENCILS—"ELDORADO." THE MASTER DRAWING PENCIL.

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' REPRESENTATIVES 266-268 KING STREET WEST, TORONTO

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

MAY, 1916

Vol. XXXII—No. 5

THERE'S a big difference between thinking a thing and doing it. That is why merchants and clerks should write telling us how they have built up their present business, and how trading methods can be systematized and perfected. Of course we prefer having the contributor write his own impressions, but you don't even have to write an article unless you so desire. Let us have a list of the practical devices you are using to develop your selling power, to create a wider demand for staples, to raise the standard of those staples and to introduce new goods.

* * * * * *

Please take this as a reminder, therefore, that we should like to hear from you, through short, crisp, breezy articles of a trade character for publication in this paper. Whenever you capture an idea which is helping you in your business and you think might help the other fellow in his, be kind, and put it in circulation through this publication.

* * * * * *

Illustrations are always acceptable—window displays, interior suggestions, store layouts, attractive fronts, sales devices, etc.—these and similar illustrations have a particular value. We want to get portraits, too, of the leaders in the trade.

* * * * * *

Let us help also in your advertising. If you have any proposition to advertise about which you are uncertain, write and tell us about it, and we will try to give you advice and help, entirely free of charge. We practise what we preach, so do not be afraid of putting us to too much trouble—we are here to give you good service. We would be pleased if readers would note that we cannot give advertising help, unless full specifications are given of the articles to be advertised. Advertising which has already been used should be sent along, and we will criticize it in our columns, and we hope many helpful suggestions will be the outcome. So send along specimens of your advertising. If it is bad we can help you; if it is good you will be helping us—that's reciprocity.

* * * * * *

The dollar the merchant pays for BOOKSELLER AND STATIONER is somewhat similar to his expenditure for insurance. That dollar keeps him in thorough touch with the trade and besides availing him practical information, assures against the other fellow being able to steal a march on him.

* * * * * *

A good method of using the trade paper for furthering the interests of your business is to use the Special Service Department. By this service dealers can clear up many difficulties that have been handicapping them. We are in a position of vantage for affording information frequently hard for retailers to obtain, although legitimate intelligence which can be disseminated without any breach of confidence. It will naturally be understood that anything of the latter nature would not be considered at all as coming within the scope of BOOKSELLER AND STATIONER'S Special Service Department.

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. MAY, 1916 No. 5

IN THIS ISSUE

Paying the Rent From Profit on Magazines

Why Not a Gift Department

Promoting Canadian Production of Toys

The Law and New Books

Modern Methods of Wallpaper Display

Annual Meeting Ontario Library Association

The Best Selling Books

Canadian Prices on British Books

New Goods Described and Illustrated

And Many Other Editorial Features

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

READY MAY 20th

KITCHENER'S MOB

BY JAMES NORMAN HALL

The vivid experience of one of the first men to enlist in Kitchener's army. Its chief importance and distinction lie in the fact that it is perhaps the first narrative of actual experiences of a soldier at the front to appear ABSOLUTELY UNCENSORED.

ILLUSTRATED, $1.25

BOOKS OF MERIT

THOMAS ALLEN, Publisher
215-219 Victoria Street - TORONTO

BOOKS OF MERIT

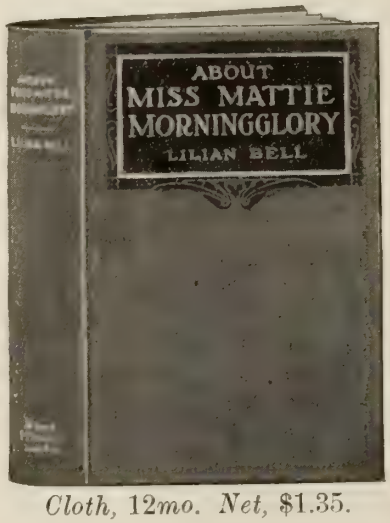
About Miss Mattie Morningglory

By LILIAN BELL

O. Henry could not have made a more gripping story.—*Nashville Banner.*

If we read books with the idea that they make life either more enjoyable or more endurable, we shall read Lilian Bell's new novel for both reasons, because of her delightful character of the little milliner. — *Buffalo News.*

It will appeal to lovers of wholesome fiction, as her other stories have delighted them.—*Elgin Courier.*



Cloth, 12mo. Net, $1.35.

This celebrated author has once more delighted fiction readers in "About Miss Mattie Morningglory," one of the sweetest love stories ever told. — *Dayton Journal.*

A love story told with humor and pathos. A charming tale. —*Chicago Journal.*

An inspiration to better things. It is impossible not to love Miss Mattie as one who helps little children and older sinners by the simple faith of her own understanding heart.—*Lewiston* (Maine) *Journal.*

A book with large possibilities for the dealer!

RAND, McNALLY & CO. - CHICAGO, ILL.

Canadian Representative: Thomas Allen, 219 Victoria St., Toronto

Editorial Chronicle and Comment

SAVING WASTE RAGS AND PAPER

ECONOMY has been practised to some extent ever since the war began, but it is only now after nearly two years that it is taking a practical form that will make any deep impression in the conservation of resources. It is satisfactory to observe that the Department of Trade and Commerce has awakened to the need for assuming responsibility for encouraging such action on the part of the people generally.

As affecting more directly the paper and stationery trade, it may be stated that the Department is interesting itself in putting collectors of waste in communication with paper mills and large dealers interested in the purchase of waste rags and paper, and the suggestion is offered that Municipal Councils and Boards of Trade might well organize for collection and disposal of this waste. In the Department's "Weekly Bulletin," it is stated that although the better grades of paper are made of rags, old newspapers can be used for the making of news paper and for the lining of cheap cardboards. When used for cheap cardboards, the newspaper waste is worth more than when used as a raw material for newspaper.

Every kind of paper, no matter how cheap or good, and every kind of rag, even old dish rags, is of great value at present.

Thousands of tons of this waste have heretofore been consigned to the dust heap, the furnace and the incinerator. Every pound of this waste has real value and is needed to replace in the paper manufacturing establishments new raw material, a scarcity of which exists. This saving, therefore, takes on two aspects. It is so much real wealth-producing material saved from useless destruction and thereby conserves new raw material and supplies the lack of the same under present conditions. At the same time it represents a fair return to the saver of the waste for his time and trouble and perhaps something over.

Some difficulty is encountered in making connection between the individual saver of the waste and the ultimate consumer. The medium of communication has generally been the ragman and junk dealer in sparsely settled communities and the dealers in such waste in towns and cities. The Red Cross Societies are now taking up the matter of collection, and whilst they are instrumental in saving waste material, reap something for their own funds in the ultimate disposal of the same. The Industrial Branch of the Salvation Army is doing the same service in localities where it is organized.

It is hoped that as the idea of saving widens the large amounts which are available to a greater or less degree in almost all homes may induce systematic collection by responsible dealers.

WALLPAPERS WILL ADVANCE

MANUFACTURERS of wallpaper are making preparations to quote an advance in the lines which they will put on the market about July next. These goods will not advance in price to the consumer until next year's goods are marketed. Travellers for the manufacturers will quote advanced prices on certain lines when they start their rounds in July of this year. The manufacturers state this advanced price is necessitated through the increased cost of dyestuffs. Yellow, green and blue dyes have advanced in certain instances several hundred per cent. Barium chloride, which is used as a base for colors, is to-day quoted at 450 per cent. more than last year. There has also been an advance in the price of crystals, such as clay, zinc, bark extract, logwood, caustic soda, shellac, bronzes, varnishes, twine, wrappers, coal. In addition, the price of paper has been bounding upward.

THE LAW vs. NO BOOKS

ACCORDING to a recent decision of the Appellate Division of the Supreme Court, there is no protection for creditors against a trader who, apparently defrauds his creditors and covers up his transactions by failure to keep books of account.

In June, 1915, a Toronto merchant made an assignment for the benefit of creditors, to the Canadian Credit Men's Association. The merchant had been conducting three large stores in Toronto, having commenced business in August, 1914, with one store. Subsequently he branched out and in January, 1915, issued a statement covering his affairs up to December 31, 1914, in which he showed a surplus of $8,900. The statement of the assignee, prepared at the time of the assignment, five months later showed a deficit in the business of $18,800, making a total loss for the five months of $27,700. The trade liabilities amounted to approximately $75,000.

No record of receipts and disbursements was to be found and the merchant admitted under oath

when examined for discovery that no books had been kept. He admitted that it was necessary for any business man to keep books and that it was impossible to tell the progress made unless books were kept, and he was quite unable to explain the very serious discrepancy in his assets. Under the circumstances a warrant was sworn out by the secretary-treasurer of the Canadian Credit Mens' Association, and the merchant was arrested, charged under the provisions of Section 417, Sub-section (c) of the Criminal Code, which reads as follows:—

"Everyone is guilty of an indictable offence and liable to a fine of eight hundred dollars and to one year's imprisonment who, being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full, and has not, for five years next before such inability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to exhibit or explain his transactions, unless he be able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors."

The case was tried before Judge ———, and a conviction registered. The merchant's counsel, however, requested an opportunity to appeal, contending that the Statute did not apply to the prisoner, in view of the fact that he had not been in business five years. The Judge granted a stated case. The case was argued in the Appellate Court and the conviction quashed. The Chief Justice, in giving judgment, said that the language used in the section was very indefinite and whatever may have been the intention of the legislators, the language employed was not sufficiently clear to cover a trader unless he had been in business five years.

It is the intention of the Credit Mens' Association to take the matter up with the Minister of Justice in an endeavor to secure an amendment to the Statute covering this highly important point and in this connection they deserve the support of all business men. Every merchant should keep a complete set of books. He not only owes it to his creditors, but also to himself and his family. If a merchant does not keep a proper set of books, he cannot honestly tell whether or not he is making money. Many retailers have been forced out of business through loose handling of business affairs, and neglect in not having a complete bookkeeping system. Few retail merchants will object to any legislation which the credit men may secure to make it imperative that books of account should be kept. The merchant who conducts his business on a sound and legitimate basis has nothing to fear.



POOR OLD MOTHER GOOSE!

AFTER holding sway for so many years the Mother Goose rhymes are threatened by certain learned educationists. Said educationists are incidentally farmers, members of the Board of Education of the State of Louisiana, one of them being Governor Hall.

One of the particular couplets that roused the ire of these worthy men of the soil was:

"A gentleman rides gallopy-trot
And a farmer rides hobble-de-hoy."

Governor Hall led the attack and by dint of supporting agriculturists among his co-members of the Board of Education, succeeded in having this and the other libelous Mother Goose rhymes deleted from the text of the new school reader series.

Mother Goose had a staunch supporting knight in the state Superintendent of Education, T. H. Hall, but was unhorsed after a valiant joust.

RICHARD HARDING DAVIS

IN THE passing of Richard Harding Davis was lost a powerful advocate of the cause of the Allies, a man who made his influence felt with particularly good effect in his own country, the United States. He was one of the foremost war correspondents of the world and he was also a successful writer of fiction, especially in the short-story in which he ranked with Stockton of blessed memory.

His work in reporting events in the present war has been most valuable and fortunately the best of it has been reproduced in book form.

SOMETHING WRONG HERE!

A FEW weeks ago a Winnipeg dealer made an assignment. His assets were just about sufficient to pay the landlord. The latter realizing this put in a preferred claim, and received nearly one hundred cents on the dollar for his debt. Surely there is something wrong with the law that allows a landlord to be a preferred creditor. Why should publishers and wholesalers who innocently supplied this man with credit be compelled to stand aside and allow the landlord to walk in and take everything? It amounts to this, that the wholesalers have been financing this business in favor of the landlord.

PRESS CO-OPERATION

IN connection with the attention paid by the Ontario Library Associations to the importance of press co-operation with libraries, it is interesting to observe that the "Medicine Hat *News*" is at present publishing each day a partial list of books in the Medicine Hat Public Library. This is an idea that might well be adopted in other towns and cities, and should prove beneficial to the book trade generally. Local booksellers will also benefit by such a course and in other ways there can be beneficial co-operation between press, library and bookstore.

News of the Trade

F. W. Grinham has opened a book and stationery store at Oakville, Ontario.

D. C. Nixon is back in the stationery business, having purchased the Westwood business at Moose Jaw, Sask.

The Harbison Company, New York, greeting card publishers, have moved into new quarters, giving them just double their old space.

Robert Reid, of St. John, N.B., formerly with the Copp, Clark Co., is now provincial secretary for the Retail Merchants' Association of New Brunswick.

The Lucas-Tuttle Mfg. Co., Silver Springs N.Y., is the name of a new concern which has been established to engage in the manufacture of school rulers.

John Gibb, of Clark Bros. & Co., Winnipeg, left recently on an extended business trip in Western Canada, going from there to California for his family, who have been wintering there.

C. & W. L. Johnston, who are opening a book and stationery store at Wilkie Saskatchewan, will include a department featuring variety merchandise to sell at 5c to 25 cents.

William Briggs report as their best selling book "The First Hundred Thousand," followed by Frederick Coleman's "From Mons to Ypres," and the new Ethel M. Dell novel, "Bars of Iron."

The name of Ewing Mills, Ewing Mass., has been changed to Ewing Paper Mills, and the company is now making light weight specialties, including plain and decorated napkins and crepe paper.

Teeswater, April 28.—The Bruce Agricultural Works has secured the right from the Fection School Desk Company, of Spokane, Wash., to manufacture and sell in Ontario the perfection school desk and chair.

A. T. Chapman, of Chapman's Bookstore, has been elected president of the Montreal Branch of the Dickens Fellowship, to succeed W. Goodbee Brown, and Thomas M. Barrington was re-elected honorary secretary-treasurer.

The following was among the trade enquiries appearing in the bulletin of the Department of Trade and Commerce:—"A London firm is anxious to secure sole agencies for Canadian manufacturers of toys (metal and other), dolls, electrical supplies, leather goods (especially ladies' frame bags), and other goods suitable for the English market."

Gordon H. Watts, who was for fifteen years with W. J. Gage & Co., and who is thoroughly familiar with the Canadian West, having travelled that territory for five years, will cover the Western provinces through to the coast, including New Ontario from Sudbury West, this year for the firm of A. R. MacDougall & Co., and is now out on his initial journey.

WON A MEDAL

Miss A. Shepperd, of the Stenographic Department of the MacLean Publishing Co., publishers of "Bookseller and Stationer," won a medal for taking second prize in the dictaphone transcribing contest at this year's Business Show in Toronto.

John J. Mullen, who is one of the American book travellers frequently visiting Toronto and other Canadian cities, has been with The Page Company for six years. Mr. Mullen is a Bostonian and a graduate of Boston College. Before joining the Page forces he was in the retail book business for ten years in Boston, from which it will be gathered that his knowledge of the book trade



JOHN J. MULLEN,
Who travels in Canada for the Page Company.

is pretty well grounded. When it is mentioned that he was calling on the book trade in Texas in March and in Western Canada in the early part of May it will be appreciated that Jack Mullen does get around some!

M. K. STEEVES WITH CLARK BROS.

The trade in central and northern Saskatchewan will be interested to learn that Clark Bros & Co., wholesale stationers and booksellers, Winnipeg, have secured the services of M. K. Steeves to represent them in this territory. Mr. Steeves is well-known in the stationery and printing trades, having traveled through Western Canada for a number of years.

AT THE BUSINESS SHOW

Grand & Toy had a comprehensive exhibit of office supplies at the Toronto Business Show, including a special showing of loose-leaf goods.

Brown Bros. had a most interesting exhibit of mimeographs and supplies.

The Line-a-time copy-holding device for typewriters as shown and demonstrated by the Canadian Office Appliance & Supply Co., of Toronto, attracted a great deal of attention, as did the Montague Addressing Machine exhibited by the Canadian representative, E. L. Dyer, of Toronto.

The A. S. Hustwitt Co., commercial stationers, of Toronto, showed office specialties, and the Ellis Addressing Machine.

May Close Mills.—At a meeting of paper manufacturers in Holyoke, Mass. on March 8th, one of the directors of the American Writing Paper Company, the largest corporation of its kind in the world, said that if present manufacturing conditions continued much longer the company would be obliged to shut down three-quarters of their mills.

Paying the Rent from Profits of Magazines

Some Good Ideas Set Forth for the Attention of the Booksellers and Stationers of Canada Relative to the Development of This Branch of the Trade

In the following paragraphs the writer sets forth a few observations on the business of selling periodicals that the retail booksellers and stationers may read with profit, and some suggestions are offered that will be widely adopted by readers of Bookseller and Stationer. Editor's note.

A REMARK that used to be heard oftener than it is to-day from booksellers was one to the effect that they sold magazines merely because they brought customers to the store, not because of the profits to be obtained from the sale of the periodicals themselves. Most of the dealers have come to find out that the news trade in itself is one capable of great development yielding good profits.

British Papers

With the great increase in the number of British newspapers and magazines coming to Canada in recent years, the news trade got a big boost and there are a number of stores in which the news trade represents a bigger turnover than any other distinct line carried in those stores. The war, of course, is affecting the periodical trade to a considerable extent, but such disturbances as delays in the mails should not be allowed to dampen the ardor of the dealer. He will find that his customers almost invariably will be patient in the face of circumstances that make prompt delivery impossible in all cases, and there is really no reason to abate in any measure the earnest efforts to extend this branch of the business.

A Stumbling Block

One of the big stumbling blocks to success in the magazine trade with quite a large proportion of dealers, is the tendency to resent the bias of many people who prefer to have their newspapers and magazines come to them by mail. A little impartial thought devoted to this phase of the question, however, will convince any merchant that such a preference is only natural and the thing for the dealer to do is to **get that subscription business!** Certainly if the dealer can book subscriptions for magazines to be called for at the store it is obviously to his advantage to do so, but in the case of the subscriber paying for a year in advance, the cost should not be greater than if he were to send in a subscription for one year, direct to the publishers of the periodical in question; because then he will be a satisfied customer, than which there can be no greater advertising force for any business.

As to Single Sales

Now in considering the sales of single copies. The attitude of the dealer will naturally vary according to the different types of these single copy buyers. Let us deal first with the regular customer, the grocery clerk next door or perchance the young woman in the music store across the street, who can be counted upon to come back continually for at least a reasonable length of time. With such a customer it would seem advisable to encourage the buying of single copies and it might well be pointed out that in keeping on this basis they have the advantage of being able to change to any other magazine whenever they may so desire, either for one month, or for a longer period. That is the sort of trade to encourage in the way of having them become frequent visitors to the store for they belong to the permanent members of the community upon whose patronage the success of a business depends. But going to the other extreme, having in mind the customer who happens to come into the store for the first time and who will not likely be there again, or at least not for years, it is most advisable to exert extra effort to make that one sale as large as possible and frequently it will be found that such a customer can be hooked for a subscription for a year for one and perhaps for a club of magazines by pointing out to him the financial advantage to him of so doing.

Watch the Returns

Returns should be kept down to a minimum. The newsdealer should watch this very closely, and also keep posted as to special features in the different magazines month by month. If it is found that there is an increasing demand for a certain magazine and that re-orders are being sent in to the news company once or twice a month, take that as a tip to push that particular magazine for all you are worth, and keep your ear to the ground for subsequent indications of a similar nature affecting some other magazine. Also take care to see whether such new evidences of favor are not working out against the popularity of the one that had the previous spurt. This will be sufficient to make plain to the dealer the absolute necessity of keeping thoroughly posted regarding standing orders with the news companies so that they may be kept properly revised and also the need for being familiar with everything of importance that is going on in the periodical world, because that is **trade** information upon which ultimate success in selling magazines, largely depends. Depend upon it, the newsdealer who allows his standing orders for the different popular magazines to remain the same for months hand-running, is not making much of a success of the news business. Let it be said again, therefore: "Watch your returns," and keep your eyes and ears open for suggestions that will enable you to increase sales for certain periodicals.

As to Display

Can you think of anything that lends itself to display more readily than new magazines if attractively arranged? The different magazines vie with each other in coming out from month to month with covers that appeal to the eye. Some of these covers are veritable works of art, while clever sketches such as those by Leyendecker appearing so often on the Saturday Evening Post introduce homely humor of a type that makes a universal appeal. All new magazines of the popular type are essentially interesting to nearly everyone and the various features of merit incorporated in practically every one of them can be made the means of building up a big magazine trade if dealers and their assistants will only make it a practice, not only to so display them, especially just after they arrive, but personally draw attention to some special feature likely to interest the particular customer being served at the time. In other words, play up the different magazines as they come in, either by display at the store front or in the window, as well as on the news counter or stand inside the store, and other means of publicity, with due attention paid to the unrivalled value of word of mouth advertising.

Magazines Pay the Rent

In the good old days of a few years ago when the picture post card trade was in its hey-dey, many a re-

tailer did such a fine business in post cards that these accumulated sales, of which the greater portion comprised two or three cards for five cents, netted so considerable an aggregate profit that they paid the rent of the store. But the Dominion Government in a misguided moment a year ago put an obviously unwise stamp tax on post cards, thereby almost ruining what had been a profitable source of revenue for manufacturers, jobbers and retailers, but also for the Post Office Department, and in spite of conclusive proofs of this foolhardy action that subsequent developments brought to light, the powers that be, at Ottawa, have done absolutely nothing to repair the damage caused by the unbusinesslike course they adopted, in which course they have persisted, to the continued hurt, not only to the especially interested business men, but to the country as a whole, because the net result is, as admitted by the Post Office Department, a loss of revenue to that department. Everybody loses and still the Government plunges on in its headlong course rather than freely admit the mistake made a year ago. So much for that digression into the post card question; now let us get back to the magazines and that way they can be made to do the rent-paying duty formerly performed by the much abused post card: Speaking to a Toronto retailer, whose store is situated far from downtown business section, Bookseller and Stationer learned that this dealer, by careful and energetic attention paid to the boosting of this branch of his business, was able to make the profits from the sale of newspapers and magazines pay his rent each month and a most important consideration was that this was done without in any way interfering with the general business, for every dealer knows that few items in his stock afford such quick sales on the average, as periodicals. It should be the object of every book and stationery store to get a good reputation as headquarters for magazines. Individual sales are small and of course profits are in keeping, but think of the multitudinous sales! Verily, here is an instance where that hackneyed phrase, "Small profits and quick returns," has a real and pertinent meaning.

Get into the magazine business RIGHT.

Why Not a Gift Novelty Department?

Good Clean Business Awaits the Energetic Retail Stationer Who Gets After This Trade —Easy to Handle and Easy to Sell—Profits Are Good.

GIFT novelties and art publications are almost invariably stocked by bookstores in Canada. In some of these stores the lines mentioned are so strongly featured that they are known as "book and art shops," while others introduce some such secondary title as "The Gift Shop." Across the line, in the larger centres more especially, there are retail shops completely stocked with merchandise suitably coming under the classification of "little gifts." Bookseller and Stationer would recommend that special "gift departments" be included in all Canadian bookstores. This will, of course, be most profitable at the Christmas season, but think of the possibilities also in connection with Easter and other special days as well as the very considerable trade to be worked up by getting a reputation for having a store where the most varied and most suitable articles for birthday gifts, are to be obtained.

It is surprising that there are so few booksellers and stationers that have as yet come to a full realization of the great possibilities that await them if they will only direct their efforts along the lines here suggested. A great deal is heard in the way of grievances, such as the encroachments of merchants in other branches of retail trade taking up the sale of goods which in former years were almost exclusively left to the book and stationery stores; but while this state of affairs certainly is greatly to be deplored, the question is what are you going to do about it? Take the case of wall paper as an illustration. Are some other stores beating you out in this business in which you formerly did a flourishing business? If so why is this the case? Look the question squarely in the face. If the competition is too strong for you and you are not in a position to meet the other fellows on a basis that will enable you to hold your own, the thing for you to do is to cut out your wall paper department so that you may tackle some other line that you can successfully merchandise.

Now, the writer does not wish to be understood as advocating the discontinuance of the wall paper departments in all book and stationery stores. Far from it, because there are notable instances of dealers who make more money out of wall paper than books, although their places of business are known as bookstores. The object is to show that it is foolish to continue in any line that is not producing a profit for the merchant or gives no promise of becoming a profit producer within a reasonable period of time.

Now we come back again to the question of a gift department. There are many items already included in the stock of every book and stationery store which will naturally be included in such a department. Pictures for instance; but the trouble is that they are seldom either adequately stocked or properly displayed for sale.

The stationery store with its new-stand, is by its very nature one that attracts many buyers. The pity is that so small a proportion of the purchases reach over a few cents each. A gift novelty department will attract still more people, making them regular patrons, but will also induce old customers to make additional purchases.

Gift novelties are easy to show, easy to handle, and easy to sell, constituting a clean line showing a good margin of profit. Another satisfactory consideration is that the business done with these goods is mostly for cash.

The manufacturers of different lines of little gifts market their profits most attractively. The packages themselves are so neatly gotten up as to enhance their salability and some of the better known lines are backed up by extensive general publicity in magazines that are widely read.

Bookseller and Stationer earnestly hopes that this question will receive due attention at the hands of those retail stationers in Canada who have not already begun to energetically develop a gift department.

PRESERVING THE PROPORTION

"It will take $3,050 to finance our new drug store," said the pharmacist to the financier.

"That's a lot of money," grumbled the financier.

"I know," replied the pharmacist. "but a really good soda fountain costs $3,000, and I don't want to skimp too much on the drugs."

Promoting Canadian Production of Toys

Advisability of Co-operation of All the People in Advancing Interests of Home Product.

IN the days before the war representatives of German toy concerns used to visit big canneries in various parts of Canada, buying scrap tin, the waste from the making of cans. Some of these scraps of tins were so small that it was difficult to imagine that they could be put to any use, but the toy factories of Germany found good use for them and doubtless many toys in which they were used found their way to Canada within the ensuing year. Canadian toy makers will be able to similarly utilize scrap material and the question is having the consideration of interested firms.

A good movement is being fostered by Toronto women in favor of the purchase of Canadian made toys.

A conference of women representing the women's organizations of the city met in the assembly hall of the Board of Trade and discussed the subject. It was a remarkably representative and well attended meeting. Some of those present were: Mrs. Willoughby Cummings, Mrs. J. E. Elliott, Mrs. Torrington, Mrs. E. F. B. Johnston and Mrs. A. M. Huestis.

The opinion was unanimous that:

"Whereas, women being the chief purchasers of toys, have in their power materially to assist or hamper the Made-in-Canada principle in respect to toys. And, whereas, the representatives of the women's organizations of Toronto here assembled learn with satisfaction that the Canadian manufacturers of dolls and toys who have exhibits at the toy fair have agreed to make use of a Made-in-Canada stamp on all their dolls and toys, so that the purchaser may be assured of the genuineness of the articles bought:

"Be it therefore resolved that we respectfully urge the department of trade and commerce of the Dominion of Canada to bring this matter to the knowledge of as many Canadian women as possible, through associations, clubs, institutes and individually, as we feel confident that the great majority of our women will do all in their power to help the Canadian-made dolls and toys, and if they must have imported toys, will buy those manufactured by the Allied nations."

Other suggestions embodied in a resolution were:

That the toys should be made durable and satisfactory to child nature and that there be an annual toy fair at the time of the Canadian National Exhibition.

That Canadian artists be employed in the work of designing Canadian toys. They also suggested that women, who are the chief purchasers of toys in all parts of Canada, in consideration of the great expense involved in the equipment of the necessary factories and machinery for the making of toys, be willing to support the industry after the close of the war as well as during the present emergency.

The retailers can do good service in the general promotion of the interests of Canadian toy production. Why should not the representative retailers in each town be the moving spirits in getting such organization as women's clubs to take up the question actively?

Home Toy Making

In considering the question of toy making in the homes and the prospect of the development of this branch of the industry in Canada, it is interesting to consider the success which has been scored in this way in Britain in addition to the vast development in the way of newly established plants in the United Kingdom for the making of toys. The home toy industry in the old land took root readily in villages, and up and down Buckinghamshire and Bedfordshire many little cottages have, ranged around the front room or the kitchen a strange assortment of toys in all states and stages of incompleteness. Toy-making is of course peculiarly adapted to home employment. It can be taken up and left off at almost any time.

In France for instance, fully eighty per cent. of the toys the children of that country played with before the war were of German manufacture. The extremely low price at which they could be sold offered little encouragement to native competitors. When it is realized that many of the toys are made, or were made, in Germany by women workers who received twelve cents per day, being obliged to exist on bread dipped in linseed oil, it can readily be seen that in France, where the standard of living is much higher, competition with this class of labor would be out of the question. As a result of the war, a group of Parisian artists, in March of 1915, banded themselves together and started a campaign for the manufacture of French toys, which it is expected will not only fill the vacancy caused by the absence of the German article as a result of the war, but will raise the standard of taste in toys among children. The plan which these artists propose following is to design model toys which will encourage the French manufacturer to go into the business on a scale before undreamed of, and, through co-operative methods, be able to meet the prices of the Germans in the markets of the world. Exhibitions in New York of the toys designed have already resulted in many orders from the United States, and it is the hope of those who started the movement that the toy-makers of France will soon be in a position to capture much of the trade in this line that was monopolized by Germany before the Kaiser shocked the civilized world by precipitating a world conflict.

ANTIQUITY OF MOTHER GOOSE

The rhymes which form the collection popularly known as Mother Goose's Melodies are the products of scores of singers in various times. Some of them are centuries old, and formerly possessed a meaning which now is lost. Others exist in various languages, and one eminent philologist claims that some of the jingles which delight the heart of the infant of the present day were "sung at the cradles of our Aryan forefathers." The popular idea that the name "Mother Goose" originated in America is a mistaken one. Perrault's Contes de ma Mere de l'Oye" (Mother Goose's Stories) were published in France in 1697, while the Thomas Fleet collection did not appear until 1719.

From the New York Mercantile Trading Co., 167 Canal street New York, comes an immense illustrated broad sheet dealing with lines suitable for sale in stores carrying fancy goods lines. Prominent among these are fancy clocks, smoker's companions, playing card sets, carving sets, manicure sets, and many other items of a popular nature.

Net Profit of 60 Per Cent. on Music

Ottawa Store Has Turnover Five or Six Times a Year — Piano Improves Selling and Makes Whole Store More Attractive—Quick and Intelligent Service.

IN many of the larger retail stores in the cities and towns the tinkling tunes of a piano may be heard throughout the greater portion of the day. The customers in general usually appreciate this as some entertainment arranged for their benefit by the enterprising management of the establishment; the music lovers who may be interested in the purchase of music also appreciate the idea for it gives them an opportunity of having new music played over before making a selection—they can get the same accommodation in a music store, but usually the price of the sheet is about three times as great.

These are very good advertising features for the proprietor of the store—he likes to please his patrons. But at the same time the same proprietor or store manager has another idea in arranging this musical program. The music of the piano is the tinkling of silver to him; if he can entertain customers in the process of taking in this silver so much the better. But the fact remains that there is a good profit in the sale of sheet music and it is to sell music that the store pays the wages of a pianist.

While visiting the store of the Bryson-Graham Co., at Ottawa, a representative of this paper, hearing a piano, entered into a discussion with the Mercantile Manager, E. P. McLean, as to the success of the idea of employing a pianist in the music department. Mr. McLean was of only one opinion on the subject—that the idea was a good one and brought substantial results in the form of profits.

A Good Margin and Turnover.

In the Bryson-Graham store, Mr. McLean explained, there was a stock of music carried of about $600 and on this a turnover of between five and six times was shown. The average gross profit run about 80 per cent. and the net profit close to 60 per cent. The pianist is paid ten dollars per week and this is considered a good investment as she plays an important part in the success of the department.

One feature of the music sales is that competition in some cities will try to cut the price down to 10c. and this is too close a margin for good business. People will usually be found to be quite willing to pay 15c. for a sheet of music until a lower price is brought to their attention; the lower price is only likely to reduce profits without in any material way increasing the volume of business.

Department not Costly.

The installation of a music department need not be an expensive undertaking. A music rack is a simple affair and need not be elaborate as it is likely to be completely hidden when the sheets are arranged upon it.

As for the piano, if the store has an agency this is a comparatively simple matter; and even where such an arrangement cannot be made it will often be found that manufacturers or agents will be in a position to fix up a fair proposition on account of the selling and advertising value of having some particular instrument thus brought to the attention of a large number of musicians and its good qualities exemplified.

A Knowledge of Music.

In regard to a choice of sales clerks for this department it would be necessary, of course, for one who has not a fairly good knowledge, not necessarily of playing, but the names of songs, both popular, and those of a more classical favor. A clerk should not have to find it necessary to look up a catalogue, or to inquire from the head of the department whether they keep such and such a song in stock, and as to the price of it. The Music Department seems like several others, such as small wares generally, where the customer once she knows what she wants expects to get waited on without delay.



In a great many cases, of course, the sales clerk or person in charge of the department is able to play, and this gives a great advantage to them in making sales. As a rule they should be able to take any piece, and play it at the request of the possible customer.

To satisfy the curiosity of those who come to this department sometimes a regular player keeps on for the whole day from eight or eight-thirty in the morning until 5.30 or six in the afternoon with a short intermission for lunch, and is able to do this day after day, playing whatever she desires, and having the sales clerks either hold up the name of the piece as it is played or have the copy set out itself by the piano, so the public will know without enquiring. In this way the most popular airs of the day are brought to the attention of people, who are usually attracted to the sound of music, and a large number of sales result. The pianist also, of course, plays by request any pieces that are submitted by persons who come to the department.

The music itself constantly played as has been remarked, is considered by a number of stores as one of the greatest attractions for the whole store, apart altogether from the profit the department itself brings. The manager of a Christmas bazaar recently made the remark that he included music in the list of articles on sale in the sections and quite as much for the attractiveness it had for the public, as for the profit that would be realized out of sales of music. This remark will appeal to anyone who has given any attention to the question of the great attraction of music for the public under almost any circumstances.

Orders if not in Stock.

Where music is not in stock, books are often kept for noting the name of the piece and clerks should be able to inform the customer when it can be procured, and as a rule at what price. In some departments the writer has found that a large number of orders have been received for music that was not in stock, where the customer was perfectly content on the promise of the store that the music would be secured for them within a day or two.

The music department of another large Canadian store, which has drawn steadily for several years past, has a very useful arrangement for the display of music in front of the department. Instead of counters there is an arrangement of sloping shelves, by which the music is fitted in a groove with the title showing on the top. These grooves are slanted at about a 45 degrees angle, and allow for different titles to be shown at the top, and something like 15 or 16 running lengthwise. Just above this there are two rows of music strung across above the customers' heads attached to a wire.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 16 CAPITALS IN WINDOW CARDS

ILLUMINATED capitals are not by any means a new idea in the making of window cards. They were used many years ago, and are yet used extensively in the printing trade. You come across them in daily papers, magazines and journals of all sorts. They are usually used at the beginning of the reader. They are never used lavishly, usually only one to a page. So it is with the show card. No more than one of these fancy capitals should be used to a card, and some cards should not have them at all.

For instance, as they are for the better class card, it is not advisable to use them on a card where a price is shown unless the price appears very small in the reader. The recognized use of the illuminated letter is to use them at the beginning of a neatly lettered card where the lettering is of a uniform size. The style of fancy initial used depends entirely upon the style of letter to be used on the remainder of the card. Do not use a fancy cap with a Roman letter or vice versa. One must harmonize with the other.

Keep Lettering in Centre

In laying out a card for this style of work, keep the lettering to the centre of the card. Do not have it sprawled all over the card. Another thing to be remembered in making this style of show card is that there is to be only one fancy thing on the card, and that is around the first letter. No other scrolls and flourishes should be used on various parts of the card. You will find it necessary at all times in this work to sketch it out lightly with a pencil before applying the color. This is necessary even for the most experienced cardwriters.

The Chart

The collection of fancy letters in the chart only serves to give an idea of what can be produced. Hundreds of other styles can be made just as effectively. These letters are all of a more or less fancy nature, but the plain styles which we have taken up in previous lessons can be made into illuminated capitals with as good an effect as those shown here.

The first "A" is of Roman formation, with the extra cross stroke added to give variety. This letter can be formed either with the music pen, explained in Lesson No. 16, or the round-writing pen. If a large letter is needed, it is advisable to use the brush stroke method, or it can be made by outlining with the pen. The letter is black and the scroll work is of a pale mauve applied with a small brush.

The second "A" is a fancy pen-outlined letter in black. The centre is a green opaque color, and the shadow is of a pale French grey.

The first "B" is of freakish, but striking formation. It also is outlined with a stub pen, with the centre left white. The diamond-shaped background has a double black border, with the centre in a rich shade of brown.

The second "B" is of very fancy formation. The only way this letter can be made is by outlining, or with the music pen. The letter is solid black, with a mild shade of grey for a shadow.

The "C" is an extended outlined letter. The interior is colored with ultramarine blue. The panel behind the letter it is of a pretty shade of pale blue, with a pale grey outline. There are many other color combinations which can be used, such as two tones of green, brown, etc. This letter should be a fancy cap on a card lettered in Roman.

The "D" is of modernized "Old English" formation. It is a pen outlined letter with a heavy shade of black on the left and lower side. The centre of this letter can be filled in with any suitable color to match the card, or it can be left plain.

The first "E" is of an uncommon formation, and should be used on a card where a square-faced or block letter is used in the reader. The letter was first outlined with black and filled in with a medium shade of blue. After this was dry, I added dots of thick white, as shown. The shade on the left and lower side of the letter was of sky blue. To work up two tones of the same color on fancy caps similar to these makes a very attractive card, and does not appear overdone or splashy.

The second "E" shows a very graceful letter of the semi-outlined style. The outline is of black made with the pen. The centre is left white. The shield-shaped background is of pale green, with a broken dark green outline. This letter should be used on a card when the remainder of the lettering is of a delicate Roman formation and executed with the music or round-writing pens.

The first "F" shows a letter which is easy to make. Draw the circle first with the aid of a compass, then place the letter in the centre of it. This letter is a black outline block style, with the centre a pea green shade. The background is a pale shade of mauve. This letter should be used on a card with other square-faced lettering.

The second "F" shows a fancy-shaped background effect. The only thing in the formation of this letter from the ordinary Roman letter is that the two upper right-hand spurs are made to curl to the left instead of the right. Any suitable pale shade can be used for the background of this letter.

The first "G" shows a letter very heavily colored and one that is not always desirable. While it shows up well on some cards, it is not advisable to use it on a card for a dainty display. The background of this letter is of a green shade with a darker green used as a shade for the letter.

The second "G" is better for the dainty show cards, as it is not so conspicuous as the former. It is a condensed formation and black in color. The background is striped with pale grey and outlined with the same shade. This must be done with a small brush.



The "H" shows a diagonally-striped outlined letter. It is of the block style, and should be used on cards with other types of the same class. A pale green background is outlined with gilt, and the letter is outlined with a dark shade of green.

The second "H" shows an excellent one in fancy cap pattern. It is a clean-cut solid black letter of snappy formation. In this case a pea green was used as a shadow.

The "I" is a black outlined letter, with the centre left plain white. A line of red dots surrounds the letter. The shield-shaped background is of a pale mauve.

The first "J" shows a rather striking formation. Any dark color can be used for this letter, but a pale shade must be applied for the scroll work.

The second "J" shows an outline letter with the left and lower side made heavier than the remainder of the letter. A dark green letter with a pea green background makes a good color combination for this letter.

The first "K" is quite simple, being a spurred block outline letter, with an outline of pale blue.

The second "K" is of upright script formation, made with a stub pen by the outlining and filling in process. It is solid black, and the circular background is of a rich shade of light orange.

Daintiest Letter of All

In the "L" we have what is considered by some card-writers the daintiest letter of the lot. It has a light outline of black, with a mauve centre. The ball is gold. The suggestion of a flower is quite suitable for the spring season.

The "M" is an oddly-shaped letter, and should be used on cards when the remainder of the type is of similar formation. The background is a pale green shade, with a darker shade of green outline.

The second "M" is one that should not be used on any kind of show card on account of it being hard to read. It is an outline letter with black diagonal stripes. The shade is grey.

The "N" is a very gracefully-formed letter, and can be used on a card with either Old English or Roman lettering. It is an outline letter with a dark green centre and shaded with a pale green.

The first "O" is quite simple. It can be formed with either pen or brush. Any suitable light shade can be used for the background. The second "O" shows the straight Roman formation with the two diamond shapes added. The centre of the diamonds is dark blue and the centre of the letter is pale blue. A pale grey or gold shade can be used to make the letter stand out.

The "P" shows another letter that can be used on a card where "Bradley" type is used. It is entirely a pen outlined letter in black, with small diagonal strokes on the left and inner side of the letter. The shaped background is a pretty shade of buff.

The "Q" is a very decorative letter. Many color combinations can be used here. Black letter, with a buff background, with an orange shadow on the letter and the scroll work of pale green, is a good suggestion.

The first "R" shows a script letter worked over a two-tone band. This letter should only be used where the remainder of the lettering is script. It is a solid black, outlined and filled in letter.

The second "R" gives the bizarre effect. The letter is outlined with a small pen in black. Various spots of bright colors are arranged haphazardly in the interior. The double shadow is of two tones of green.

To make the first "S" it must be marked out accurately with a pencil before ink is applied. The body of the letter is black diagonal stripes, with a black shading line on the left and lower side. The shadow is of pale blue.

The second "S" is a solid black letter, with an outline of light red, and a darker shade of red is used over the light red as a left-hand shadow.

The first "T" gives a newer variety of the fancy capitals. The letter is outlined with a shaded centre. The pale blue background shows a pretty spray of spring flowers over it.

The second "T" shows a very popular shape for this letter. The background is mauve, with a deeper shade of the same color as an outline and shade for the letter.

The "U" is a mottled letter, with a pale green ground. This makes a good letter for a spring card.

The "V" is a very dainty and neat letter. It is especially adaptable to card used in showings of a quiet nature.

Popular Shield-Shaped Letters

The first "W" has its interior shaded. From a dark brown at the bottom, it gradually fades to a cream at the top. The background is a light brown.

The second "W" shows the use of the popular shield shape. It is a pretty shade of blue, with a black dotted outline. The letter is black with a white centre.

The "X" shows the heavy stroke shaded. Commencing at the top and bottom, it fades from a dark green to a pale green at the centre. The background is pale green.

The "Y" shows an outline letter with a heavy shade on the right and lower side. The letter is of a dark blue, with a pale blue centre.

The "Z" is of script formation, with a gold outline.

THE INK SITUATION

Interviewed in New York, W. S. Stafford, of S. S. Stafford Co., Inc., the ink manufacturers, gave out facts and figures which are largely applicable to Canada as well as the United States. He said there was no danger of a shortage, as the supply in America was sufficient to last several years or more. Retail stationers had wisely anticipated their requirements for months ahead, fearing that heavy increases in the price of paper, blank books, copying pencils and some other items of stationery would be repeated in the case of ink.

Two increases in the price of ink had gone into effect since the war started, approximating a rise to $13 a dozen for quarts, as against the previous price of $10 a dozen. This increase had been due to increases in the cost of certain raw material and the cost of labor.

"We were able to cover ourselves on colors after the outbreak of the war," Mr. Stafford said, "and our supply is sufficient to last for several years from this date. The base of writing ink consists of nutgalls and ferrous sulphate. Nutgalls are obtained from Turkey, but Chinese galls can be substituted and ferrous sulphate always can be obtained.

"Ink is colored with German dyestuffs, the blue fluid being colored with acid blue, which formerly was shipped from Germany. Since the war began not a pound of this acid blue has been made in the United States. It cannot be manufactured in the United States, because the raw materials cannot be obtained. Other colors cannot be substituted, because they precipitate insoluble compounds in the ink."

BOOK LISTS RECEIVED

A most comprehensive, illustrated catalogue of 224 pages comes from Wadsworth, Howland & Co., of Boston, manufacturers and dealers in artist's and draughtsmen's supplies. The extent of the range of goods covered and the necessity and demand for these goods that exists, calls to mind again what Bookseller and Stationer has time and again endeavored to impress upon Canadian stationers, that this branch of the business is not receiving due attention on the part of the rank and file of the retail stationers of Canada. Running through this catalogue and observing the numerous illustrations covering an infinite variety of articles, suggests most interesting and productive department could be conducted, embracing requisites for artists and draughtsmen.

The new general catalogue of the Religious Tract Society, of London, issued February, is a one hundred-page book covering the society's extensive line of presentation volumes for boys and girls, handbooks and books of travel, Nature and helpful books, devotional books, Bibles, annuals and other classes of publications.

The trade is reminded that changes in prices have been made necessary this year and that in consequence of the continued increase in the cost of manufacture, no guarantee that the prices as published can be maintained.

Automobile Flag Holders.—From Robert Harvie, 605 Yonge Street, Toronto, comes an elaborate circular of a new device for holding flags on automobiles, boats, bicycles, motorcycles, etc. They are made to accommodate the flags of the seven allied nations—Britain, France, Russia, Italy, Belgium, Serbia and Japan. Each of the flags are reproduced on this circular in colors as a representation of the sets of silk flags of these seven nations in five different sizes, as supplied by this house.

TORONTO BUSINESS SHOW

An event of interest, which took place in Toronto at the Arena Gardens from April 24 to May 3, was the Annual Business Show, at which a creditable showing of office equipment and supplies was made, although it is much to be regretted that this annual show is not conducted on a more comprehensive plan so as to interest the retail stationers throughout Ontario. Were this done it is presumed that there would be a much larger attendance of visitors of the actual buying class. The show was good as far as it went, but, as has been hinted, it is too restricted in its scope. Considerable interest centred in the typewriting and dictaphone transcribing contests.

LITERARY CENTENARIES

The year 1916 is a remarkable one for anniversaries. First and foremost is the Shakespeare tercentenary; July 7th will mark the centenary of the death of another of our greatest dramatists, Richard Brinsley Sheridan, who died in the greatest poverty, but was accorded a magnificent funeral in Westminster Abbey. Other literary anniversaries are those of Charlotte Bronte, who was born in 1816, and Thomas Gray, the poet, who first saw the light a century earlier. This year also witnesses the hundredth anniversary of the birth of Philip James Bailey, a poet who has always met with far greater veneration abroad than in his native country.

Modern Methods of Wallpaper Display

United Wallpaper Stores, Limited—Have Splendid System of Exhibiting Designs in Canadian Branch—How Samples Are Shown — Complete Record System For Samples and Stock Room.

THE modern idea of a judicious display of articles which a merchant has for sale is well illustrated in the methods which the United Wall Paper Stores, Ltd., Yonge Street, Toronto, have embodied in their new store recently opened. Selection of wallpapers in their commodious and cheery show rooms becomes more of a pleasure than a wearisome work to be toilsomely gone through. With comfortable seats in front of their four hundred designs, the prospective buyer can go leisurely through the large selection without trying either nerves or patience. Small palm trees give the show room a southern atmosphere.

This firm has adopted a modern system of wallpaper display. Frames, three feet by seven feet in size, made of steel tubing, and carrying a framework of wood covered with muslin, permit the various patterns of paper to be shown on a flat surface of sufficient size to show what a wall would look like. There are three hundred of these large frames. They are attached to the main frame by means of a socket, which allows the frame to swing back and forth the same as a door. On each display frame there is, therefore, two designs.

Top Covered

At the top of the frame, or the ceiling, as it were, is a covering of white oilcloth. To the front and top of the frames are the frosted electric lights, which give a light almost as white as day. For lighting in the evening there are in addition five 200-watt nitrogen lamps arranged at intervals down the centre of the show room. To the east end of the store is an additional one hundred frames of smaller size, eighteen inches by four and one-half feet. These also swing from a frame after the manner of a door. In the large windows at the front there are tastefully arranged displays of some of the more expensive papers and borders, together with designs for special sales.

Everything in this new show room has been conceived with the idea of placing the goods to the best advantage,



View of entrance to United Wall Paper Store Co., showing display windows and electric sign.

with the least trouble, and with the minimum of worry and strain to the purchaser. It is often a difficult job to make a selection from a sample book. A piece of



A complete description of the above show-room is given in the accompanying article. Note the attractive manner in which the wall paper samples are shown.

paper, about two feet square, sometimes looks different when seen on a larger surface. It is with this point in view that these large frames have been conceived. Also they preserve the samples in good shape, without danger of becoming frayed or soiled through handling. The show room on the ground floor occupies the entire floor, there being a space twenty feet by eighty feet. To the north side of the showroom are the manager's office and accounting department.

There is a neatness in the arrangement of the displays that gives the impression of spaciousness about the show rooms. There is none of that cluttered appearance that one often finds in a wallpaper store, because the goods mayhap are piled to the ceiling in pigeon-hole storage boxes. This firm carries a large stock, having no less than 162,000 rolls on hand at the beginning of this year. Up to the present they have been devoting their energies entirely to the local trade. "Orders must leave the stock-room same day as received," is the principle by which this firm works.

To this end their storerooms above the ground floor are arranged to facilitate the speedy filling of orders. Special trucks carry the rolls of paper from the storage boxes to the shipping counter. An adaptation of this idea of wallpaper display could possibly be worked out in a smaller way by means of wooden frames covered with muslin and hinged so that they can be readily turned back.

KEEPS PHOTOGRAPHS FROM FADING

To prevent photographs from fading, L. S. Atkinson, of Bethany, Ill., a correspondent of "The Amateur Photographer's Weekly," submits a solution which it might be well for dealers to have put up specially. It could then be retailed at good profit, and amateur photographers would be glad to get it. Mr. Atkinson says: "It is generally supposed that photographs fade on account of insufficient fixing, which is generally true, but there are several reasons for insufficient fixing. The bath may be too weak; they may not be left in long enough, or what most usually happens, they may be in the dish of hypo, unseparated, for almost the entire period of fixing.

"If such is the case, it will be impossible for the hypo solution to do its own work, or remove the ingredients of the developer from the film of the paper.

"There is another reason for photographs fading, which is insufficient washing. This is usually spoken of as discoloring, but they fade nevertheless, though in a different way. A photograph, which has not been properly fixed, will fade gradually, and almost evenly, whereas one which has not been washed properly will discolor, and fade in patches and very rapidly, compared with the fixed print.

"I have exposed prints in direct sunlight, for three and four days, fixed in the following bath for fifteen minutes, and separated five or six times, and could not tell the least difference, even where half of the print had been blocked off by black paper:

Water	64 oz.
Hyposulphite of soda	16 oz.
Water	5 oz.
Sodium sulphite	½ oz.
Powdered alum	1 oz.

"If a less amount is wanted, just keep the same proportion of chemicals. This bath will fix quite a number of print or plates, and can be used for both without injury to either."

Advertising: Its Principles and Practice

Important Volume Recently Issued, the Work of Several Noted American Advertising Experts.

New York: The Ronald Press Co., cloth, $4.00, is the work of Harry Tipper, advertising manager of the Texas Co.; president of the Association of National Advertisers; president of the Advertising Men's League of New York; Harry L. Hollingsworth, Ph.D., assistant professor of psychology and director of the Psychological Laboratory at Barnard College; George Burton Hotchkiss, M.A., Associate Professor of Business English in New York University, and Frank Alvah Parsons, B.S., president of New York School of Fine and Applied Art.

It is a comprehensive volume of nearly six hundred pages. As stated in the preface of this valuable addition to the books on advertising, which is the outgrowth of two years' experience by the authors in developing the work of the advertising division of New York University, the purpose of the authors was to write a text book which would be broad and general, and at the same time cover much needed fundamental notions about the subject. The advanced practitioner desiring a broader view of certain phases of his profession will find this book equally as helpful as the inexperienced student.

The work is divided into six parts, each of which treats very ably of the following: Economic Factors in Advertising; Advertising Copy; Advertising Display; Physical Factors in Advertising; and Planning a Campaign. Several interesting chapters make up each of these parts.

The advertising man of to-day, in order to be successful and helpful to his client, must undoubtedly have a broad, comprehensive knowledge, and must not be merely a copy-writer. He must be a man of trained mind and keen judgment, a broad-gauge business man, and the more knowledge of business law he has, the better. This book will help develop such a man.

In a chapter referring to trade journals as one of the great means of distribution, we read the following: . . . "The best of the trade journals in most fields have developed editorial staffs capable of entering into the questions which are involved in the progress of the industry and capable of writing such investigations so that they are thoroughly interesting and informing. They have equipped stations for covering news, and are undoubtedly responsible to a large extent for the progress made in their respective industries, due to the dissemination of information of all kinds, among the various practitioners. Such trade journals are naturally of great advertising value, because they have automatically selected the audience in any particular field, so that they represent the combined intelligence in that field and the most influential business men connected with it. Such trade journals can hardly be neglected in any well-balanced campaign, representing, as they do, the nearest approach to maximum efficiency which can be found in the advertising field."



Books

CANADIANA

The Passing of the Buffalo, by "Buckskin," is a little leather covered book in blank verse, which describes the tragedy of the monarch who once ranged the plains of the great North-West. The Indian and the white man contributed to the buffalo's disappearance, and both are arraigned by the author.

Ernest Thompson Seton avers that the intention of his book, The Biography of a Silver Fox, is to show the man-world how the fox-world lives, and above all to advertise and emphasize the beautiful monogamy of the better class fox. He adds that the incidents of the tale are all from life. It is a delightful companion volume to The Biography of a Grizzly.

In this year of the Tercentenary of Shakespeare's death special interest attaches to all Shakespeariana, and it may surprise many of the readers of "Bookseller and Stationer" to learn that the finest Shakespeariana in America is in the library of a Canadian, J. Davis Barnett, of Stratford, whose library of 38,400 books includes 2,000 Shakespeare volumes. He possesses also an unusually good Canadiana of some 2,000 volumes.

THOMAS O'HAGAN

"Songs of Heroic Days," a volume of poems, by Thomas O'Hagan, published by Briggs, is dedicated to "the brave Canadian hearts that beat and battle for the cause of freedom and the safety of the Empire." One of the verses, entitled "I Take Off My Hat to Albert," was read last year by Mr. O'Hagan at the Women's Press Club, Toronto, and later an engrossed and illuminated copy was forwarded to the King of Belgium. The letter of appreciation and thanks received by the poet is included in the volume.

A GOOD BOOK OF TRAVEL

"Camp Fires in the Yukon," by Harry Anton Auer, comes from Stewart & Kidd, of Cincinnati. The author, an explorer, a hunter of big game, and a lover of the Great Out-of-Doors, takes the reader from the shut-in life of the cities to the mighty wilderness of Alaska and the Yukon.

Hunters of big game will revel in this journey to the greatest range of big game on the continent; lovers of animal life will find keen interest in observing and studying with Mr. Auer, the habits of the wild life of the far North, while the reader who loves the open places of God's great nature will be dominated by the intimate contact with the majesty, might and beauty of the wilderness of Alaska and the Yukon.

The book gives a liberal supply of that practical and useful information for venturers into the silent places, interesting alike to those who remain at home.

The remarkable and numerous photographs with which Mr. Auer illustrates his work bring us very close to the great heart of the far-off northern wilderness.

THE BEST SELLING BOOKS

CANADIAN SUMMARY—Fiction.

Just David—Eleanor H. Porter	76
First Hundred Thousand—Ian Hay	73
Held to Answer—Macfarlane	26
The Belfry—May Sinclair	23
Seventeen—Tarkington	22
Torchy, Private Secretary—Ford	21

Non-Fiction

Canada in Flanders.

Juvenile

Burgess Books.

U.S. Summary—Fiction

Nan of Music Mountain. Frank H. Spearman.
Seventeen. Booth Tarkington.
Just David. Eleanor H. Porter.
The Little Lady of the Big House. Jack London.
The Side of the Angels. Basil King.
Michael O'Halloran. Gene Stratton-Porter.



RUPERT BROOKES AND DUNCAN CAMPBELL SCOTT

"Bookseller and Stationer" has the privilege this month through the courtesy of McClelland, Goodchild & Stewart of reproducing, exclusively, this exceptionally interesting photograph of the late Rupert Brookes, as the guest of the Canadian poet, Duncan Campbell Scott, at the home of the latter in Ottawa in 1913.

It is interesting to observe in this connection, that a Canadian edition of the poems of Rupert Brookes has been published, to be followed immediately by his book "Letters From America," which is especially interesting to Canadians because fully two-thirds of the book is concerned with this country.

L. M. Montgomery's poems are to be published in book form shortly, and lovers of Anne Shirley, Gilbert Blythe and the other characters in the famous "Anne" books will be glad to learn that Anne and Gilbert are to appear again in her next novel, but they will not be the central figures.

Arthur Stringer's new novel, "The Door of Dread," which will be published in May, is both a story of action and a study of a woman with a past vainly struggling to keep that past from the world.

Monthly Record of New Books

Published by firms established in Canada.

WILLIAM BRIGGS

Fiction

The Ravings of a Renegade, Charles H. Clarke (translator), cloth, 75c.

Non-Fiction

How to Live, Fisher and Fisk, cloth, $1.

THE COPP, CLARK CO.

Fiction

The Daredevil, Maria Thompson Davies, cloth, $1.35; Love in Youth, Frank Harris, cloth, $1.25; The Long Engagement, E. S. Stevens, cloth, 50c.

Non-Fiction

Evening Round Up, Col. Wm. C. Hunter, cloth, $1; Laughing Gas, Col. Wm. C. Hunter, cloth, 50c; Ginger Snaps, Col. Wm. C. Hunter, cloth, 50c; Red Cross Girls in the British Trenches, Margaret Vandercook, cloth, 35c; The Red Cross Girls on the French Firing Line, Margaret Vandercook, cloth, 35c; Auction Bridge for All, R. F. Foster, cloth, $1.

THE MACMILLAN COMPANY OF CANADA

Fiction

God's Puppets, William Allan White, cloth, $1.25; The Little Lady of the Big House, Jack London, cloth, $1.50; The Rudder, Mary S. Watts, cloth, $1.50; The Duel, A. Kuprin, cloth, $1.50.

Non-Fiction

Songs and Satires, Edgar Lee Masters (poems), cloth, $1.25; Battle and Other Poems, Wilfrid W. Gibson (poems), cloth, $1.25; The Man Against the Sky, Edwin A. Robinson (poems), cloth, $1; The Tragedy of Nan, John Masefield (poems), cloth, $1.25; Four Irish Plays, St. John G. Ervine (drama), cloth, $1; Shakespeare's Theatre, Ashely H. Thorndike (essays), cloth, $2.50; Leaves From a Field Notebook, J. H. Morgan (war), cloth, $1.50; The Small Grains, M. A. Carleton (agric.), cloth, $1.75.

McCLELLAND, GOODCHILD & STEWART

Fiction

Mr. and Mrs. Pierce, Cameron Mackenzie, $1.35; Children of Hope, Stephen Whitman, $1.40; Instead of the Thorne, Clara Louise Burnham, $1.35; Fulfillment, Emma Wolf, $1.35; The Devil Doctor, Sax Rohmer, $1.25; The Finding of Jasper Holt, Grave Livingston Hill Lutz, $1.25; The Phantom Herd, B. M. Bower, $1.30; The Diamond From the Sky, Roy L. McCardell, $1.35; An Amiable Charlatan, E. Phillips Oppenheim, $1.30; Frey and His Wife, Maurice Hewlett, $1; Netherleigh, W. Riley, $1.26.

Non-Fiction

By Motor to the Fire Line, Walter Hale, $1.50; Victory in Defeat, Stanley Washburn, $1; Child and Country, Will Levington Comfort, $1.25; Antwerp to Gallipoli, Arthur Ruhl, $1.50; Theodore Roosevelt, the Logic of His Career, Chas. G. Washburn, $1.50; We, Gerald Stanley Lee, $1.50; Personal Recollections, Henry B. Rankin, $2; The Cruise of the Tomas Barrera, John B. Henderson, $2.50; The Conquest of Virginia, Conway, $3.50; Widowhood of Queen Victoria, Clare Jerrold; The Way of the Cross, Doroshevitch, $1.25; Rudyard Kipling, R. Thurston Hopkins, $3.50; Your Baby, Dr. E. B. Lowry, $1; Life and Letters of James Wolfe, Willson; The Ocean and Its Mysteries, A. Hyatt Verrill, $1.25; Diamond Story Book, Coussens, $1.50; Why War, Frederic C. Howe, $1.50.

Non-Fiction

Vesper Talks to Girls, Laura A. Knott, $1.50; First Base Faulkner, Christy Mathewson, $1.25; Kupers of the Trail, Joseph A. Altsheler, $1.35; The Purple Pennant, Ralph Henry Barbour, $1.30; Camp Castaways, Charles Clark Munn, $1.30; Sons and Daughters, Gruenberg, $1.40; A Northern Countryside, Rosalind Richards, $1.50; Desire of the Moth, Rhodes, $1; Emerald Story Book, Ada Skinner, $1.50; The Mountain, Van Dyke, $1.25; Diamond From the Sky, Cardell, $1.35; Finding of Jasper Holt, Litz, $1.25; A Great Success, Ward, $1.25; When Carey Came to Town, Edith Barnard, $1.

DEATH OF FRED T. JANE

Fred T. Jane, who died on March 8, was a noted naval writer, his most notable work being his naval annual "Fighting Ships," which he founded in 1898. The idea of this work had been in Mr. Jane's mind for a large number of years and was gradually elaborated. When it was eventually published, it very soon secured recognition and became well known in all the navies of the world. Associated with it were the "Jane Naval War Game" and "Aircraft." The former attracted especial interest in Russia, and Mr. Jane visited Petrograd as the guest of H.I.H. the Grand Duke Alexander Mikhailovitch in order to teach the game to him and to the leading Russian naval officers. After the outbreak of war, Mr. Jane continued to write and also to lecture on naval matters, his great wish being to emphasize the need for confidence in the Admiralty and the folly of civilian criticism of naval war methods.

Mr. Jane's loss to the navy is a great one, but it is satisfactory to know that all arrangements had been made for carrying on "Fighting Ships" and "Aircraft." The current edition of the latter is already passed for press, and that of "Fighting Ships" is in an advanced stage of preparation.

Fred T. Jane was born at Richmond, Surrey. He was educated at Exeter School, Exeter, where he displayed marked originality, starting a magazine in opposition to the school magazine and attracting the attention of the late Archbishop Temple by his skill as a caricaturist. In 1890 he settled in London and began work as a naval artist, contributing to the London Pictorial, Black and White, and the Illustrated London News, amongst other papers. He was the first artist to draw searchlight effects and to realize the artistic possibilities of the torpedo boat. He also illustrated several novels, including the late Sir W. Laird Clowes' "Captain of the Mary Rose" and Mr. Rudyard Kipling's "Captains Courageous" in its serial form. He exhibited frequently at the Royal Academy mainly black and white drawings. During this period he also wrote several novels, the first to be published being "Blake of the Rattlesnake." As a naval correspondent he often went on manoeuvres, being in H.M.S. Northampton when the late Sir Michael Culme Seymour took his fleet to the Azores. To while away the monotony of this cruise Mr. Jane edited a paper, "The Daily Liar," which attained such a reputation in the fleet that the Admiral signalled for it to be sent aboard the flagship. By this time Mr. Jane had already become considerably well known as a writer on naval subjects, and had become a regular contributor to various papers, among them The Engineer, The Naval and Military Record, and The Scientific American. At different times he was naval correspondent of the Daily Chronicle, the Standard and the Evening Standard. During the last part of his life Mr. Jane lived at Portsmouth, where he became well known, not only as the firm friend of the navy.

One of his novels, "The Port Guardship" was instrumental in improving the status of the warrant officers. Mr. Jane contested Portsmouth as an independent candidate in 1906, and at the following election was active in securing the return of Lord Charles Beresford.

Vital Book Trade Questions Discussed

Important Points Raised in Letters From Representative Retailers—Drop All Sterling Prices From Jackets of English Books—Is Retail Book Trade in Jeopardy?

RECALLING the article in last month's issue setting forth the series of questions put in the form of a letter to representative members of the retail book trade by Henry Button, manager of the Canadian branch of J. M. Dent & Sons, relative to the question of advancing English shilling books to 35c in Canada, and publishing English books priced in Canadian rather than sterling currency, it will interest readers of "Bookseller and Stationer" to read the following excerpts from some of the replies:

Lisgar L. Lang, Russell, Lang & Co., Winnipeg.—We can quite understand the present conditions in England seriously affecting the cost of low-priced books, and one scarcely knows what to say. We wish it were possible that it would be compulsory for every dealer in Canada to sell all English shilling books at 35c.

A. W. McKinlay, Halifax, N.S.—From our experience of English publications in general, we should say that an increase in price should warrant the books being sold at 35c. We are advancing several items of recent importation. With reference to your question No. 3, we think it would be far better if the sterling price were left off, and either the Canadian price stamped or left plain.

T. C. Allen & Co., Halifax, N.S.—It would be advisable to leave the published price off all shilling editions; in fact, all English jackets.

H. S. Henderson, Victoria Book and Stationery Co., Victoria, B.C.—I do not think the sale would be affected if the price were made 35c each, three for a dollar; but the trade would have to be protected from the cut price department stores. The only way in which the publishers can help the retailers is to fix and maintain retail the price of books, say, for perhaps a year after publication, and to give us a fair working profit. The present system is killing the book trade. In the larger cities the department stores are getting the business and in the smaller cities there are not enough readers to keep a good bookshop going. Unless something of this kind is done the Canadian publishers themselves will go to the wall, as they are deliberately killing the trade by pandering to the department stores. When the retail bookseller has been strangled, the department store will dictate to the Canadian publisher. He will find that there will not be a living profit in it for him. The solution of the whole matter is, fix the price. Maintain it. Give a living profit based on the cost of doing business.



FRANK PACKARD
Author of "The Beloved Traitor."

E. G. Nelson & Co., St. John, N.B.—We would advise publishing shilling books at 35c. While any increase in cost or selling price is apt to affect the volume of trade, we do not think our customers would refuse to buy on account of the increase where it is not too great. We think all that would be necessary would be to have the price 35c net printed on the wrapper, and drop the shilling price mark altogether.

The expressions of opinion stated in the foregoing are typical of the large number of replies received to the set of questions as published in the April issue, and "Bookseller and Stationer" would be glad to receive further letters dealing with other phases of the whole question, which may be suggested to members of the trade in reading these extracts.

NEW LIBRARIAN AT LONDON

Fred Landon, B.A., formerly on the editorial staff of the London Free Press, succeeds W. O. Carson as librarian of the Public Library of London, Ont. Mr. Landon is an honor graduate of the Western University.

BEECHWOOD PUBLIC LIBRARY

Miss Rachel McLachlan is the newly appointed librarian of the public library of Beechwood, Ontario. This library established two years ago, now comprises 694 volumes.

LIBRARY FOR SOLDIERS

Toronto, April 25.—Through efforts of the Chaplain of the engineers, Capt. Basil Thompson, arrangements have been made that the militia department will use the dairy building at the exhibition grounds, as a recreation room for the soldiers in training at the engineers' depot. Lieut. Col. Melville has arranged for the furnishing of the writing room. Those in charge are anxious to form a library, and would appreciate contributions of bound books. Donations may be sent to the president of the Soldiers' Service Club, Mrs. Thos. Westman, 52 First avenue.

MERRITTON WANTS NEW LIBRARY

The council of Merritton, Ont., decided to communicate with the Carnegie Corporation, agreeing to expend ten per cent. for maintenance of a new public library building provided the sum for the completion of the building did not exceed $10,000. The Carnegie Corporation had already agreed to devote $7,000 for that purpose.

16th Annual Meeting of Ontario Library Association

Many Addresses of Practical Value on Vital Questions—Carnegie Libraries Defended —Dr. Locke is New President.

CARNEGIE libraries were again discussed pro and con, by the Ontario Library Association, which held its sixteenth annual convention in Toronto on April 24 and 25. The question was raised by W. E. Smallfield, of Renfrew, president of the Canadian Press Association. The oft-repeated protest that Carnegie's employes had worked in sweatshops at starvation wages and that consequently his money was "tainted," and should not be accepted, was refuted by the statement that congressional enquiry had shown that Carnegie paid the highest wages of any American steel manufacturer. It was the consensus of opinion of this convention that Canada should accept Carnegie gifts as fast as they are offered.

An interesting address was given by Mr. Smallfield on "How We Carried the Public Library By-law in Renfrew."

President David Williams, of Collingwood, in his message to the convention emphasized the value of the press in enlightening the public as to the value of public libraries. He advocated continued and increased cooperation between press and libraries referring to the latter as the greatest medium through which to elevate people intellectually, religiously and morally.

In a symposium of addresses in "Library Lists," Dr. Locke, of Toronto, spoke of the difficulty that had to be overcome by reason of the differing tastes of the people. In making selections of books he always made it a point to acquire information regarding the writer of each book coming up for consideration.

Books on the War

Discussing books on the war, Dr. Locke remarked that the objection frequently made to those now being written was that they were on the lighter side of the war.

"Why shouldn't we have the lighter side of the war?" he asked. "That's the side the men in the trenches like to see—why shouldn't we see it?"

Mr. Locke also decried the insistence that everything in a war book should be absolutely true. So long as the spirit of it was the true spirit of those it told of, that was the main thing.

Miss Lilian Smith, head of the children's department of the Toronto public libraries, dealt with the considerations entering into the making up of lists of books for Canadian girls. She said that modern girls would not read the "goody-goody" variety of girls books but wanted books by such authors as Dickens, Hawthorne, Scott and should have them if the standard of girl's reading is to be raised.

Miss Gladys Stauffer, who is children's librarian at the western branch of the Toronto Public Library, discussed similar considerations in making up lists of books for boys. Their demands for western stories was greater than the supply. Miss Stauffer opined that boys' minds were hard to understand.

Agriculture and the War

At the evening session of the first day's program, C. C. James, commissioner of agriculture for Canada, addressed a largely attended meeting of delegates and friends, his subject being "Agriculture and the War," in which he spoke of the problems of food supply and transportation which the United States and Canada were now facing. Agricultural development was impeded by reason of the large exodus of farmers from Western Canada for overseas service. The consequent lack of production meant still further increases in the cost of living.

As a means of solving the problems which will face the western hemisphere, Mr. James suggested that libraries and technical schools be provided for rural communities, and their inhabitants afforded the same opportunities as city residents. He pleaded for the rational scientific development of rural boys and girls, with a view of showing them the advantages of remaining on the farm.

"The troubles of Canada and Great Britain will just begin when the war is over," said the commissioner. "What will it profit us if we win a victory and have exhausted ourselves? There will be an enormous change in Great Britain and Canada. Whether our industrial life can be maintained is problematical. No country can overdevelop its agricultural production. Public men are recognizing that the expansion of life in Canada will depend in the future upon its development of agricultural resources.

The Library and the Public Man

At the second day's session one of the especially interesting addresses was that by Mr. Justice Riddell, dealing with the use of a public library by a public man. He laid stress upon the necessity of augmenting the value of having a good collection of volumes in the library, by taking the best possible means of making these treasures known.

Miss Ethel G. Flavelle, B.A., of Lindsay, dealing with "The Use of the Public Library by the General Reader," brought out in a convincing manner the community value of a good public library.

Election of Officers

Dr. George H. Locke last year's first vice-president, was elevated to the presidency of the Association. The other officers for the ensuing year are: First vice-president, Miss Mary J. L. Black, Fort William; 2nd vice-president, Mr. F. P. Gavin, B.A., Windsor; secretary-treasurer, E. A. Hardy, B.A., 81 Collier street, Toronto; Councillors: Messrs. D. M. Grant, Sarnia; W. J. Sykes, Ottawa; W. H. Murch, St. Thomas; R. H. Bellamy, Mount Brydges; and the Misses Carrie Banting, Hamilton, and B. M. Dunham, Berlin.

In his presidential speech, Dr. Locke spoke of the desirability of having the public library become to as high a degree as possible a place where a man could get information which could be used to interest other people. Dr. Locke also emphasized the importance of getting boys and girls to use the library. "Attraction goes with efficiency," he said and those attracted become efficient.

Among the especially interesting announcements is the coming of "With the French," by Richard Harding Davis, author of "With the Allies." It will be published May 1st.

BRIEF NOTES ABOUT BOOKS

Dostoevsky's Russian novel "A Raw Youth," has been translated into English, and was published this month.

* * *

In the balancing of the respective values of Henry James's work which is sure to follow his death, it may be interesting to recall that he himself considered "An International Episode" a better story than his more popular "Daisy Miller." Nevertheless, "Daisy Miller," judging from the number of times it has been reprinted, still remains the favorite.

* * *

"Golden Glory," by F. Horace Rose, won a $5,000 prize offered for the best story of Africa.

* * *

"Beggars on Horseback," a collection of tales by F. Tennyson Jesse, grandniece of Lord Tennyson; has been brought out by a New York house.

* * *

The young woman of to-day is the subject of Mary S. Watt's new novel "The Rudder," telling of a particular young woman's ideal and achievements, with that wealth of color and incident and charm in the manner of telling which has won for this writer of fiction wide popularity.

* * *

John Masefield's "Captain Margaret," a novel, is among the season's new books. This novel first appeared some years ago in England, but has this season been published in binding uniform with other Masefield books.

* * *

Edgar Lee Masters, who achieved universal fame with his "Spoon River Anthology," has written "Songs and Satires," published late in March.

* * *

"In the Garden of Delight," by L. H. Hammond, a Southern writer, is a love romance told with delicacy, full of a rare love for nature and human interest. The great charm of the book consists in the excellent manner in which life is met at all turns of the road. There is a poetic sweep to the descriptions, and we get nature in all her moods. It is a book which will attract and hold the cultivated reader.

* * *

A fifty-cent edition of Oliver's "Ordeal by Battle" was to have appeared this season, but owing to the exceedingly large demands in advance and the difficulties to be contended with in manufacture, the edition will not be published until the autumn so that until that time the $1.50 edition is the only one available.

* * *

Clara Louise Burnham has added another creditable book to her list of readable novels in "Instead of the Thorn," which has just been published.

* * *

A new book, by Bernard Macfadden, the physical culture expert, which has just been put in the market, is entitled "Vitality Supreme," being a good companion volume for the recently published "Old Age: Its Cause and Prevention," by Sanford Bennett.

* * *

Grace Livingston Lutz shows up at her best in her latest novel, "The Finding of Jasper Holt," which embraces about all that is to be desired in a love story.

* * *

Christopher Quarles has become quite a figure in the fiction of Percy James Brebner and the old white-haired philosopher works out more solutions to mysterious crimes in his own original manner in "The Master Detective," just published.



MARIA THOMPSON DAVIESS,
Author of "The Daredevil."

AN UNUSUAL STORY

Maria Thompson Daviess, whose latest book "The Daredevil," has just been published by Copp, Clark & Co., has written, at any rate, an unusual story. It is the narrative of a French girl, whose father, originally American, died in the Great War for la belle France, leaving Roberta to "fend for herself." With her little brother Pierre, she departs for the United States there to make something of herself, and under the belief that America will reinstate her in fortune's good graces. She goes to a rich uncle, who, through misapprehension, believes her to be a boy. She plays up to the part, buys a masculine wardrobe and assists in important political work for la belle France and for the Governor of the States. The time comes when the "boy" Robert is discovered, however, but the story ends happily with Roberta's marriage with the Governor.

It is a brightly written story, and thoroughly interesting from beginning to end.

* * *

John Kendrick Bangs has been journeying to and fro in America delivering lyceum lectures for, lo, these many years, consequently the title of his new book "From Pillar to Post" is peculiarly appropriate, and incidentally it is fully supplied with characteristic Bangian wit, humor and pointed philosophy.

* * *

Old Cappy Ricks, the character who gives the title to a new novel by Peter B. Kyne, author of "The Long Chance," is one of those intensely human million dollar men. In his gold-lined old age he sighed for a young man with the "punch" and "get results" qualities that accounted for the amassing of his own fortune, and he finds him in Matt Peasley. There is no game in the world as fascinating as business when played for big stakes, with the sky the limit, as set forth in this intensely interesting tale.

Autobiography of Dr. Trudeau

A Human Document of Remarkable Interest, Telling of the Life-Work of a Great Benefactor of Humanity.

THERE are few people who have not heard of Saranac Lake and its founder, Dr. Trudeau. Its buildings to-day are extensive and the endowment fund of the Adirondack Cottage Sanitarium is approaching $1,000,000.

In February, 1915, the 25th anniversary of the establishment of the sanitarium was held, and Dr. Trudeau was presented with a handsomely bound album, containing cards from 1,000 of his patients, who had been afflicted with tuberculosis, but had been restored to health. All this indicates a wealthy and successful institution.

The autobiography of Dr. Trudeau, just published by the Musson Book Co., Toronto, gives in a most interesting fashion the romantic story of the founding and building up of this well known health resort. Many obstacles and prejudices were encountered and overcome by the tenacity and optimism of "the beloved physician."

Dr. Trudeau was stricken down with tuberculosis about a year after he had finished his medical course. As soon as he finished his medical course he was appointed superintendent of a small hospital in New York, and was married very shortly afterwards. Dr. Trudeau had always been very fond of outdoor life, and decided if he had only a short time to live he would go to the most pleasant surroundings he knew of. He, therefore, went to the Adirondacks, where he had spent some very pleasant weeks previously in hunting and fishing. He found his health improved almost immediately, and the result was the founding of the Trudeau Sanitarium.

Whilst the book tells of the founding of the Trudeau Cottage Sanitarium, which has been the model for hundreds of sanitariums which have since been established in United States and Canada, the charm of the book lies in the insight one gets into the character of a man who was intensely human, and who won the admiration and affection of such well known men as Robert Louis Stevenson, Sir William Osler, Edward Harriman, the railroad magnate, and a host of others. The following letter sent to him, along with a fine microscope, just after his laboratory at Saranac Lake had been destroyed by fire, and when he was very seriolsly ill, illustrates the esteem in which he was held by the medical profession.

My Dear Dr. Trudeau,

We men at the laboratory want to make you a Christmas present and we are so eager in wanting to that we cannot wait until the proper time.

I don't think we have decided whether we want to do this most because we appreciate the good work you are always doing in our line and others, or because you have had more pluck than any one we know, or because you have been so often helpful to us and made us always glad to have you here, or because, well the fact is, old fellow, we like you and we want you to know it, and so here we are, all in a row, bowing our early Christmas greeting."

Dr. William Osler sent a typical epigrammatic message at the same time:

"Dear Trudeau,

"I am sorry to hear of your misfortune, but take my word for it, there is nothing like a fire to make a man do the Phoenix trick."

Robert Louis Stevenson was a patient of Dr. Trudeau at Saranac from October, 1887 to April, 1888. While Stevenson admired Trudeau greatly, their viewpoint on many things differed, as the following incident showed: "Mr. Stevenson and I had many interesting and at times heated discussions by the fireplace in the sitting room. It was really a great privilege to meet him in this informal way, and even if we didn't always agree, the impression of his striking personality, his keen insight into life, his wondrous idealism, his nimble intellect and his inimitable vocabulary in conversation have grown on me more and more as the years roll by. It is hardly to be wondered at that we did not agree on many topics, for our interests and our points of view on many subjects were utterly at variance. My life interests were bound up in the study of facts, and in the laboratory I bowed daily to the majesty of fact, wherever it might lead. Mr. Stevenson's view was to ignore or avoid as much as possible unpleasant facts and live in a beautiful, strenuous and ideal world of fancy. He didn't care to go to the sanitarium with me or see the laboratory, because to him these were unpleasant things. He evidently felt this, for, after he had written 'The Lantern Bearers,' I got him one day into the laboratory, from which he escaped at the first opportunity with the words, 'Trudeau, your light may be very bright to you, but to me it smells of oil like the Devil!'"

Dr. Trudeau's great success was due to his pluck, his indomitable spirit, and probably most of all to the great faculty he had for making friends.

NEW BOOK LISTS

A copy has come to "Bookseller and Stationer" of the first list issued by Toronto's newest book publisher, Thomas Allen. In this list are observed such interesting announcements as "Kitchener's Mob," "The Little Mother Who Sits at Home," by Countess Barcynska; "The Best Short Stories of 1915 and Year Book of the American Short Story"; "Tales to Be Told to Children,"



MRS. HUMPHREY WARD

Whose new novel, "A Great Success," has appeared. The hero is a man in public life.

by Mary Dickenson Donahey; "The Window on the Fence," an original "back-to-the-land" story, by Harriet Brunkhurst; "The Battle Months of George Daurella," by Beulah Marie Dix; "The Boy Scout Movement as Applied by the Church"; business books, such as "What An Advertiser Ought to Know," "What a Salesman Ought to Know," and "Salesmanship;" besides "Just David" and other books (first editions), which have already been placed with the trade.

A most comprehensive list is the 1916 trade catalogue of Longmans, Green & Co., of London. It has 257 pages of type matter dealing with the extensive and most varied publications of this house.

Is Dedicated to France

Incidentally Alexander Powell's New Book Tells of the Great Accomplishment of Canadians at Ypres

"AND through the breach still poured the helmeted legions like water bursting through a broken dam. Into that breach were thrown the Canadians. The story of how, overwhelmed by superior numbers of both men and guns, choked by poison fumes, reeling from exhaustion, sometimes without food, for it was impossible to get it to them, under such a rain of shell as the world had never before seen, the brawny men from the oversea Dominion fought on for a solid week, and thereby saved the army from annihilation, needs no retelling here. Brigade after brigade of fresh troops, division after division, was hurled against them, but still they battled on. So closely were they pressed at times that they fought in little groups; men from Ontario and Quebec shoulder to shoulder with blood-stained heroes from Alberta and Saskatchewan. At last, when it seemed as though human endurance could stand the strain no longer, up went the cry, 'Here come the guns!' And the Canadian batteries, splashed with sweat and mud, tore into action on the run. 'Action front!' screamed the officers, and the guns whirled like polo ponies, so that their muzzles faced the oncoming wave of greys. 'With shrapnel! . . . Load!' The lean and polished projectiles slipped in and the breech-blocks snapped home. 'Fire at will!' and the blast of steel tore bloody avenues in the German ranks. But fresh battalions filled the gaps—the German reserves seemed inexhaustible—and they still came on. At one period of the battle the Germans were so close to the guns that the order was given, "Set your fuses at zero!' which means that a shell bursts almost the moment it leaves the muzzle of the gun. It was not until early Friday morning that reinforcements reached the shattered Canadians and enabled them to hold their ground. Later the Northumbrian Division—Territorials arrived only three days before from the English training camps—were sent to aid them and proved themselves as good soldiers as the veterans beside whom they fought. For days the fate of the army hung in the balance, for there seemed no end to the German reserves, who were wiped out by whole divisions, only to be replaced by more, but against the stone wall of the Canadians' resistance the men in the spiked helmets threw themselves in vain. On May 13, 1915, after three weeks of continuous fighting, ended the second battle of Ypres, not in a terrific and decisive climax, but slowly, sullenly, like two prize-fighters who have fought to the very limit of their strength."

The foregoing from the latest war book by E. Alexander Powell, "Vive la France," which is one of the new publications of McClelland, Goodchild & Stewart, gives some idea of the realistic nature of this new book by the author of "Fighting in Flanders." The book is dedicated "To France, whose courage, sincerity and sacrifices, in a conflict which she did nothing to provoke, have won her the sympathy, respect and admiration of the world."

A FANTASY OF WAR

A beautiful and poetic fantasy is "The Second Coming: A Vision," by Frederick Arnold Kummer and Henry P. Janes, and it has been inspired by the terrible scenes on the European battle-front. During the period of emotional stress, many strange tales are being forged in the heat and fever of conflict. That the spirit of Christ has appeared to wounded and dying men, is both a possible and a beautiful conception to the Christian mind.

In this striking little tale incidents and horrors of the stupendous struggle are contrasted with the atmosphere of an unearthly serenity made by the appearance of Christ to the poor French peasant standing his lonely guard in the outermost trench. Then we see the German General Staff, men of iron wills, wrought up by an all-consuming determination and energy, and all dominated by the Kaiser himself, bent on victory at any cost—human or material. The Kaiser decrees a supreme effort involving the ruthless slaughter of hundreds of thousands of his subjects, and in the night appears to him the person of the Peacemaker with his great plea for humanity. It is a gripping scene that these authors have depicted between Christ and the Kaiser.

VICTORY IN DEFEAT

The agony of Warsaw and the Russian Retreat is vividly set forth in Stanley Washburn's book, "Victory in Defeat." This author knows Russia and understands its people. As correspondent for the London Times, he was at the front with the Russian army from October, 1914, to November 1st, 1915. He has met on friendly, if not intimate, terms the Czar, Grand Duke Nicholas, the Chief of Staff General Alexieff, Minister of Foreign Affairs Sozonov, and other Russians in high authority in the war.

A GRAPHIC WAR DOCUMENT

A feature of a new book, entitled "Golden Lads," by Arthur Gleason, is a chapter on "How War Seems to a Woman," by Helen Hayes Gleason. Mr. Gleason's book is an epic story of the war; a touching and thrilling account of how the invading war machine crushed Belgium, and how it was met by the young soldiers of Belgium and France, with a report on atrocities by the one American who can say, "I saw," whose testimony is incorporated in the Bryce report, and whose depositions have been used by the French Government as material for its future official history of the war.

War Letters from France, Edited by A. de Lapradelle, Professor in the University of Paris, is a series of extracts from letters written from the French trenches, from hospitals in France, from officials and soldiers in the French Army and from members of different private families. Spontaneously written and telling of the things as they are from the personal viewpoint of each writer, these letters form an excellent record of history in the making.

L. H. Grondys, Ph.D., Formerly Professor of Physics in the Technical Institute of Dordrecht, by reason of his Dutch nationality, was permitted to visit, during the early days of the war, many of the important cities in Belgium which were taken by the Germans. There he witnessed many sights not intended for neutral eyes, and in this little volume he has endeavored to give a fair and unbiased account of his experiences which included many interviews with prominent German officers and with Belgians of all classes.

"Russian Silhouettes," by Anton Tchekoff presents more stories of Russian life and will appeal escepially to those who so enjoyed "Stories of Russian Life," by this author, an English translation of which was published in 1914.

Washington, D.C., is much in the limelight these days, what with machinations of German agents and the increasing intensity of Wilsonian epistles, and it is made the scene of a detective mystery story involving war interest, entitled "I Spy," by Natalie Lincoln, author of "C.O.D."

NEW NOVEL BY A GIFTED AUTHOR

Frank Harris, the English author, who wrote "The Veils of Isis," "The Man Shakespeare," "Contemporary Portraits," and other notable books, is the author of a new novel, "Love in Youth," which has just been put out by the Copp, Clark Co., of Toronto. It is a love story of character told with the assurance of a master craftsman.

It opens with a situation which at once provokes the most attentive interest: follows a love story pure and simple; only father and mother, daughter and lover—concentrated depiction of character accomplished with choice distinction. It is like a good pastel—not a trivial playing with chalks, but with the delicacy and atmosphere of that medium.

There is the contract of modernity—smooth and swift as a high-powered motor car—with the old beauty of Southern France; there are the appreciations of a critic and a poet. But chiefly there is youth and love.

A STIRRING STORY, BY HOCKING

In "The Passion for Life," Joseph Hocking presents a hero who is sentenced to death by his doctor. Being given just one year to live, he retires to St. Issey, in Cornwall, there to quietly pass his few remaining months. He comes in contact with the Squire, the Vicar and a rich landowner, whose daughter puzzles him greatly. One of the hero's troubles is that he is helpless in the supreme hour of his country's need, but he can keep watch, and presently suspects treachery. He receives mysterious warnings, and in a fight with traitors, who were engaged in supplying petrol to German submarines, he is rendered unconscious. From this point the story takes on a surprising and unexpected turn. In fact, it measures up to the term "a rattling good story," which is so well understood—a much better yarn than some of Hocking's tales, which might be named.

CHILD AND COUNTRY

A fine new book for the younger generation is "Child and Country," by Will Levington Comfort, author of "Routledge Rides Alone."

This author, wearied of the life of a great city, sought the quiet and repose of the country, that he might the better prosecute his life's work.

He chose a spot where the lake and the country meet in uninterrupted calm and beauty.

Soon there was revealed to him the great sources of Nature in the education and development of the child. Here on the shores of a great lake he has been bringing up his children and other people's children in an atmosphere of purity and strength.

There is a touch of (and a modernizing of) Thoreau and Hawthorne in this rich book of life and love and human effort.

FOR INVESTORS

W. L. Raymond has compiled a complete and practical guide for the investor and business man, entitled "American and and Foreign Investment Bonds." The book shows historical, economic and industrial factors which must be considered in determining the investment value of every class of bond.

* * *

"No wonder it was awarded a $10,000 prize!" said one novel reader after laying down "The Diamond from the Sky." "The reading of a novel like this is just like going out in the fresh air after having been cooped up in a hot, close and stuffy room." The book is the work of Roy L. McCardell.

THE MAGAZINE IN AMERICA

Algernon Tassin, in a recent number of the New York "Bookman," deals in a most illuminating fashion with the problem of the American magazine in its relation to American political and social thought, and lifts it up from the plane of mere money-making commercialism to one of abstract thought, that deals with the subject in hand as a part of the evolutionary process of the day.

The end of the century he credits with being the line of demarcation, the top of the peak of the movements of its period, and so with American magazines. A reading public of 250,000 developed into one of 2,000,000, and the reader of one magazine skimmed through six.

The advent of the 10c and 15c magazine with McClure's, Munsey's and Cosmopolitan in 1893 is given first place as a factor of importance in the evolution, and next to that, although in fact chiefly responsible for it, the development of photo-engraving, which reduced by 90 per cent. the cost of illustrations, as well as improving them.

Quoting William Archer, S. S. McClure is given the chief credit of this development, and a large part of the article is devoted to extracts from his autobiography in order to more fully present the development of the ideas that led to the great studies of contemporary American life that made McClure's.

An instructive if somewhat amusing picture is drawn of the strivings of the new brand of editors of that period to outdo one another in their race to reach the popular heart via the medium of the dissection of editorial personalities which were offered up month by month on the brightly colored covers of the magazines.

All are given a niche and firmly set in it, from Hearst to Fra Hubbard. Cult and cant, however evanescent, all tended to a certain end and served the purpose of the ultimate good which is chiefly found in the fact that for the first time in the history of the world we have a consecutive history of the current thought and events of a great and transitory period, as well as the new impetus to a thinking and living that is decidedly better, even though sometimes polluted at its magazine source.

"Remating Time" is the title of a most unusual story which has been running through Scribner's Magazine. The story, in brief, is as follows: A poor man, a poet in fact, is in love with a rich girl, but does not marry her for fear of appearing a fortune-hunter. Instead he marries a poor girl who has herself been in love with a wealthy man; and the wealthy man marries the rich girl. Both unions prove a failure except in the matter of children. The wealthy couple invite the poor couple for a week-end, and during the visit it is mutually arranged that the two wives shall secure divorces and that Leonard, the poet, will then marry Evadne, the rich girl, while Bill, the millionaire will take Mary the poet's wife. This arrangement is carried out and proves a great success except for the fact that the children remain with their mothers and the two men find the exchange of offspring a serious blow to their happiness. To overcome this difficulty it is decided to build a large triple house, each couple to take one of the end houses, the centre section to be given over to the children of both families. This extraordinary plot is quoted only as an evidence of the lengths to which American magazine writers are going to find themes for magazine fiction. The eccentricity so strikingly betrayed in the selection of covers is finding its way into the contents of even the old-established magazine.

"Aircraft in Warfare the Dawn of the Fourth Arm," by S. W. Lanchester, member of the Advisory Committee for Aeronautics, with an introductory passage by Major-General Sir David Henderson, K.C.D., is an attempt to clarify the present "bluest state" of aeronautical knowledge by a summing up of conclusions that may be drawn from the experiences of the present war with some independent thinking on the part of the author, which his sponsor, Major-General Henderson describes as a most valuable contribution to the arts of war.

This passage is not the least interesting point of the book, presenting as it does, a concise review of the object of the book which it presents, in a less technical manner than the author does in the body of the volume.

Although the author attacks his problem from all sides, and apparently endeavors to bring an impartial and unprejudiced point of view to the reader, he is most emphatic in his views as to the paramount importance of aircraft, as a military and naval art above all others. He discounts the prospects of any widespread commercial use of aircraft for other than mail carrying services. But, as a war arm, he enlarges upon this development of the service, and in fact details an elaborate and further use of aircraft is an offensive and defensive practice hitherto unknown.

From a mechanical standpoint, the subject is covered from every possible angle. Recommendations are made as to the future policy of our Government in the development of the arm in times of peace; the whole question is reviewed and analyzed from a political and commercial, as well as a military point of view. For one who is at all interested in the study of aeronautics, this book is probably a most complete and authoritative one.

KITCHENER'S MOB

On May 13 will be published a remarkable new war book entitled "Kitchener's Mob," by James N. Hall, and those privileged to read advance proofs are enthusiastic in their terms of praise for the vivid manner in which it sets forth events with which Kitchener's first army was identified. Great store is set by the publishers for the success of this war book, by their assurances that it is perhaps the first narrative by a soldier, of actual experiences at the front, to appear absolutely uncensored.

DINED WITH THE KAISER

A book to appear this month is "My Secret Service." This is by the correspondent who dined with the Kaiser and Ferdinand of Bulgaria in Nish recently, and who worked in the Krupp Steel Works, and travelled on the first train between Constantinople and Berlin. He was acting as a secret service man. He returned safely to London, and tells in this thrilling narrative all his experiences.

* * *

Israel Zangwill has written a book entitled, "The World War," which will be published shortly.

* * *

New military books shortly to appear for use in soldiers' training are: "Hand and Rifle Grenades," "Infantry Scouting," and "Transport Commissariat." "Bombers' Training," by Lieut. Ferris, a useful little handbook, is now ready.

CALIBAN

A festival is to be held this month in the great stadium of the College of the City of New York to honor the memory of Shakespeare, when the masque "Caliban: By the Golden Sands," by Percy MacKaye, will be acted. This was published in book form at $1.25, and this volume has come to "Bookseller and Stationer from Doubleday, Page & Co., of Garden City, N.Y.

Caliban (who is taken from the chief character of Shakespeare's "The Tempest") symbolizes our own humanity struggling slowly upward. He is a creature of primeval passions, moved to both good and evil by his environments. He lives in the dark cave of his father Setebos, a fierce god, half tiger and half toad, who devours all good folk that fall into his power. Caliban's mother is Sycorax, a gigantic witch, a kind of earth-spirit. Caliban is brought up by three wicked teachers—Lust, Death, and War. He does as they tell him, until he meets a lovely maiden, Miranda. To help him she brings her father, Prospero, a mighty enchanter; and when he comes astonishing things happen.

Prospero's servant is Ariel, a bright spirit whom he frees from the jaws of Setebos. Then these three—Prospero, Miranda, and Ariel—try to make Caliban better. They do this by showing him beautiful and great things, scenes from plays. Nine great scenes from Shakespeare are shown as visions and move Caliban to great feeling. But he is not made good at once, is still influenced by his old teachers, Lust, Death, and War, the wicked helpers of Setebos, who summon their armies and sally forth to destroy this noble art of the theatre.

Do they, the forces of evil, triumph in the end? No, the magic of Prospero wins, with the help of a great spirit, the Spirit of Time. And the magic of Prospero is revealed as the same as that of Shakespeare, the old and beautiful art of the theatre.

INSPIRES WOMEN, JOLTS MEN

Of his new book, "Behold the Woman" (Toronto: Thomas Langton), the author, T. Everett Hare, says: "My novel, 'Behold the Woman!' shows what woman has suffered from men as a sex. And as a sex, women to a great degree still suffer from the stigma and ignorant prejudice they did fifteen hundred years ago. In my novel a woman—a woman who was despised despite her beauty, power and fame—finally achieved a spiritual understanding reached by none of the dominant men of her time. I want that message to go home to women and inspire them, and to men to jolt and illumine them."

A REMARKABLE VOLUME

"God's Minute" is the title of a book similar in size to the well known "Daily Strength for Daily Needs." Nothing of its kind has ever before been attempted. There will be 365 prayers of a minute's length written by the greatest living divines of the age, representing all denominations; clergymen of Great Britain and the United States and Canada. The advance orders are already for more than 20,000 copies. The book is to sell at 35c.

THE POET OF THE PRINCESS PATS

The Princess Pats have become noted in a good many ways, but until recently it was not known that among them was included a verse writer, whose material bids fair to be one of the outstanding bits of literature issued during the war. One well-known English house some months ago got hold of a manuscript of verse written by Sergeant Frank S. Brown, who, by the way, was the son of Rev. S. G. Brown, of Almonte, Ont., which, under the title "Contingent Ditties," is causing considerable stir in England, and has been published in Canada. The author, by the way, met his death heroically at St. Eloi a year ago. His verse is characteristic and deals altogether with military matters.

A GOOD WESTERN TALE

Lovers of the stirring type of fiction with its action in the boundless west, will enjoy Edfrid Bingham's novel "The Heart of Thunder Mountain," which the Copp Clark Co., have just put out. It is well packed with adventure. The villain, most satisfyingly bad, threatens to spoil all the happiness in sight, but he is circumvented in his deep laid schemes and in the end joy surges up in full measure in the breasts of Marion Graylord, and her true love.

The story is well told, with plentiful humor, a spirited tale that will make a strong appeal to the many lovers of this type of novel.

A CATHEDRAL SINGER

James Lane Allen's wonted artistry with the introduction of living, breathing lovable people, with an exquisite pen picture of a mother's love and devotion combine to make "A Cathedral Singer," rank with "A Kentucky Cardinal," and "The Choir Invisible," as a piece of fine fiction. This book has just come from the Copp Clark Co., of Toronto.

A NEW STYLE OF TITLE

"It is easy enough to write books," some authority said the other day. "the most difficult thing about it all is to choose an appropriate and taking title that is not covered inches deep with the moss of antiquity." Alice Duer Miller. the author of the very newest novel to be put on the market probably spent some little time before she conceived the cognomen of "Come Out of the Kitchen," which graces the production just being placed with Canadian booksellers. Even yet the author has seemingly run the risk of having her production regarded as a guide to how to secure an efficient cook, but as a matter of fact it is one of the brightest, most appealing novels of the year and presents some phases of life under a sensible and most attractive form.

A SING SING STORY

"The Alibi," by G. A. England (MacLeod, Toronto), is a tale of inside life at Sing Sing. The story concerns a young bank clerk on whose shoulders is fastened by the real criminal a crime he did not commit. The villain, who is the cashier of the bank in which young Arthur Mansfield is clerk, has pilfered for years. He is facing exposure when the boy comes in for help, as he has stolen $1,250 to keep his father from prison. Seizing the opportunity offered by this confession, Slayton, the cashier, proceeds to rob the bank in the course of which he kills the nightwatchman. This crime is circumstantially proved to have been committed by Mansfield, and he is sent to Sing Sing for life. How he is treated there and how he eventually escapes, and the faithfulness of Ena Chamberlain, the bank manager's daughter is told in clever fashion.

AN IMPORTANT NOVEL

Richard Aumerle Maher's novel "The Shepherd of the North," (Toronto: Macmillan Company, $1.35) already, I hear, in its second edition, is essentially a big novel. The central character is a big-brained, big-hearted American bishop. The locale of the story is the Adirondacks, where men and women come face to face with the bigness of nature. The story of a conflict in which the Bishop of Alden puts up his fists at an encroaching railroad, of a forest fire—pictured by the author's masterly hand—and of the heart of a man and a woman—of all these and kindred things. It is vivid and gripping.

Best selling novels with the Copp, Clark Co., as reported at the first of the month, were "The Beloved Traitor," "The Dare Devil," and "The Hunted Woman," while in non-fiction the leaders were "Pep," "The Challenge of the Future," and "Canada and the War."

* * *

"Go Forth and Find," by Edward S. Moffatt, tells of a woman who puts riches aside and goes forth into the world to find herself and of what she finds.

* * *

With its scenes laid in California, "Fulfillment," by Emma Wolf, gives us a book that is meritorious, not only for its well told love story, but for the atmospheric beauty with a little cottage on the heights of San Francisco as the radiating point.

KIPLING AND BARRIE

Kipling probably has few American leanings. He has one, however,—a craze for magazines. In his new book, "Rudyard Kipling," R. Thurston Hopkins points this out and tells a story of how Kipling robbed J. M. Barrie in Waterloo Station. Mr. Barrie was hurrying from the bookstall with his arm full of papers and magazines,—a good many sixpenny ones among them, he dolefully relates—when rushing around a corner he bumped into Kipling in as tearing a hurry. They turned on each other with scowling faces, then smiled in recognition, and asked each other whither he went. Then Kipling exclaiming, "Lucky beggar, you've got papers," seized the bundle from Barrie, flung him some money and rushed away.

"But you did not stoop to pick up his dirty halfpence, did you?" queried one of Mr. Barrie's hearers, amusedly.

"Didn't I though," returned Barrie; and added ruefully, "but he hadn't flung me half enough.

HOW TO KEEP "FIT"

How to keep "fit" on eight minutes' exercise a day is the theme of a most practical manual of exercise that those who have specialized in physical culture have ever produced. It is William J. Cromie's "Keeping Physically Fit," a volume intended for the use and upbuilding of the entire family—men, women and children.

* * *

The title piece of John Masefield's new book, "Good Friday and Other Poems," is a dramatic poem in rhyme telling of the crucifixion and introducing as characters Pilate, Herod, Joseph of Ramah and others. Among the poems are the sonnets, some of which published in magazines, have created much discussion, having been pronounced the best work done in this field for years.

* * *

May Sinclair's new novel "The Belfry," which presents Tasker Jevons, a struggling, triumphant, lovable, impudent, little Cockney, half genius and half bounder, and his wife Viola Thesiger, two as appealing characters as Miss Sinclair has ever created.

* * *

William Allen White's "God's Puppets," is a collection of short stories, rather longer than the average short stories and closely related through the reappearance of many of the same characters.

* * *

Jack London's "The Little Lady of the Big House" has appeared.

* * *

A new juvenile which is somewhat reminscent of Tom Sawyer is "Cam Clarke," by John H. Walsh, published in February.

WELDON ROBERTS RUBBER ERASERS

"You have the best grade of Rubber Erasers made to-day,"

so a customer writes us, and we have letters—all unsolicited—from many others, frankly acknowledging the excellence and superiority of the W R Erasers.



WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

WILL NOT SMOOCH



No. 358—1-oz. Cylinder

In pen and ink drawings lines made with

Carter's Liquid India Inks

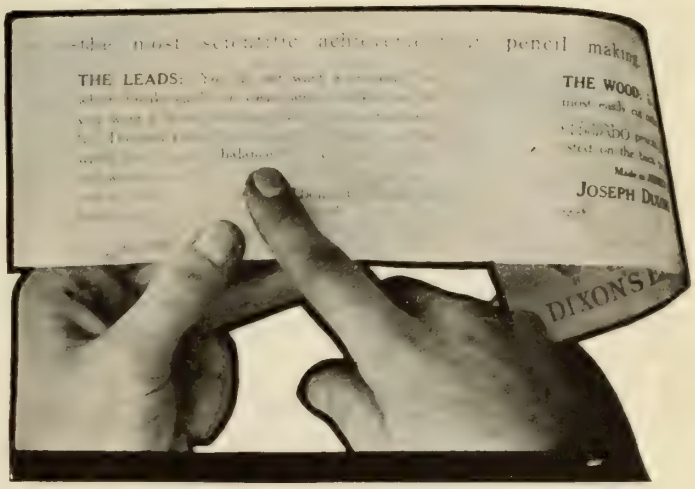
can be crossed at once without smooching.

If you ever need an ink to use on leather, trunks, tags, etc., that penetrates quickly, dries immediately and is waterproof, try

Carter's.

Best for architects, draughtsmen and artists. Made in 13 colors.

THE CARTER'S INK CO.
356 ST. ANTOINE ST. MONTREAL, QUE.



Let this word guide your pencil purchases and sales. It is not only one good quality that perfects a pencil. We repeat "the ideal pencil which has a perfect balance of smoothness, strength and wearing quality, in relation to each degree of hardness or softness."

DIXON'S ELDORADO

"the master drawing pencil"

is the best compliment you can offer to the good tastes of particular people—we mean especially, of course, artists, architects, engineers and draughtsmen. Ask us about ELDORADO and catalog No. 88-J. It's worth while!

Made in Jersey City, N.J., by the
JOSEPH DIXON CRUCIBLE COMPANY
Canadian Selling Agents, A. R. MacDougall & Co., Ltd.,
266-8 King St. West, Toronto, Canada. J-84

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

New Goods Described and Illustrated

NEW LINES OF PHONOGRAPH RECORDS

The Pugh Specialty Co., of Toronto, as representatives of the Emerson Phonograph Co., of New York are introducing a new line of low-priced phonograph records, including six-inch records, to sell at fifteen cents. There are others seven inches in diameter with selections on both sides each playing 2½ minutes. New records are to be put out each month.

NEW GLUE PACKAGES

Another new offering is the two-ounce container for the "Iron Grip Gluall" brand of glue. These packages are being put out for the convenience of commercial stationers and their customers by the Fairsimo Glue Company of Buffalo, for whom the Frank A. Weeks Co., of New York, are sales representatives.

NEW LINE OF CRAYONS

A newly introduced line of compressed school crayons is now being offered the trade by Binney & Smith Co. of New York. The name of the new crayon is "Anti-Dust." The makers claim for it that it is free from dust and grit, another strong feature in favor of this new crayon being its durability.

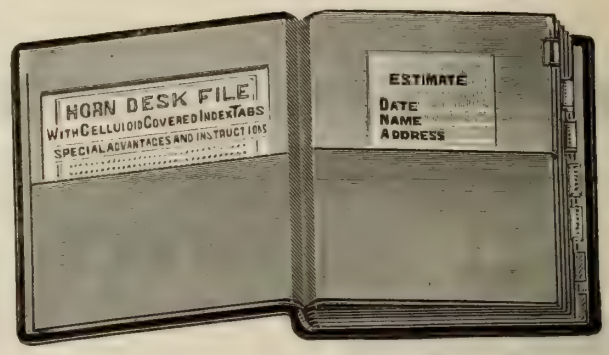


MILITARY SUBJECTS PROMINENT

Military subjects loom large in the new Buntin Gillies scribbler and exercise books, among them being "Badges," showing the different rank distinctions of the British Army; "Red Cross" and "Hero." There are also some fine covers featuring natural history subjects showing well-known Canadian animals and birds, descriptions being given on the back cover.

A NEW DESK FILE

A meritorious new office stationery item, which has just been put on the market by W. C. Horn Bros. & Co.,



of New York, is a desk file with celluloid covered index pad, affording complete classification which can be readily revised, as well as a quick and ready reference. The index cards are inserted under the celluloid covering on the index pad. Perforated index cards are included with each file. They can be written upon the typewriter and inserted in the pads.

NEW CLUTCH PENCIL ASSORTMENT

Dixon's clutch pencil, 2032, has lead of regular diameter, such as most are familiar with, and the colors of the metal barrels are yellow, blue, white, black, red and green. All are equipped with a clip, and some carry a red rubber eraser, while others are capped without rubbers. For the trade they are put up on showy dozen cards.

TELEPHONE HANDYPAD

Menzies & Co. are introducing a new model of desk telephone handypad, as illustrated herewith. It holds any ordinary pad of 3 x 5 inches, and has a place for a pencil. The makers are supplying a dummy telephone with handypad attached for display use. The handypad outfit retails at half a dollar.



SPENCERIAN STEEL·PENS

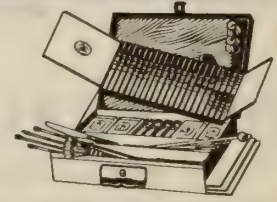
Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. Established 1860.

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

JOST "ELITE" GREETING CARDS and ART CALENDARS

One of the many designs for the coming season's trade

New
and Exclusive
Ideas

—

J. H. JOST



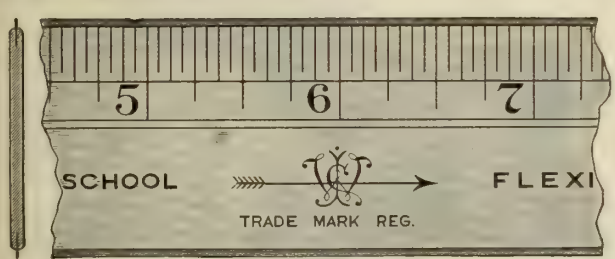
Best Stock.
Engraved and
Hand-colored

Correspondence solicited from interested parties

Halifax, Canada

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.



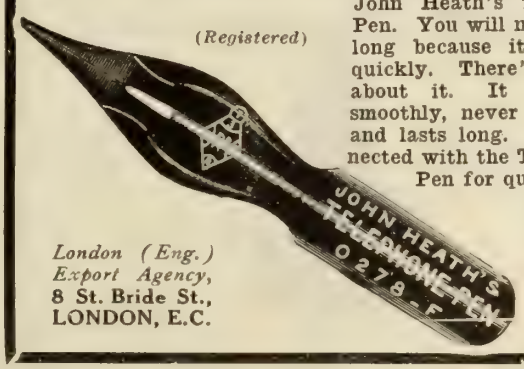
Patented Dec. 7, 1909

No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

RULER MAKERS EXCLUSIVELY

HOLD THE LINE

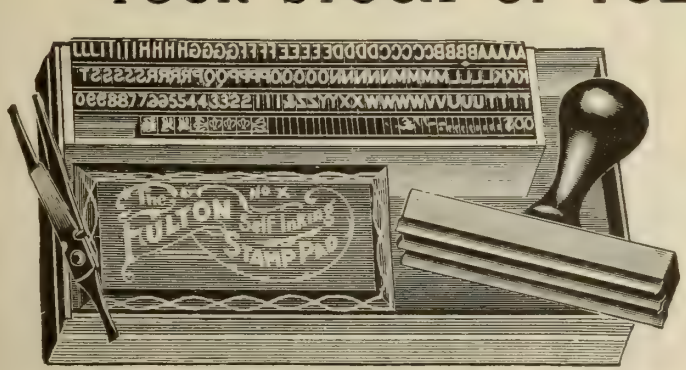


Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

Supplied by all the leading wholesale houses in Toronto and Montreal

YOUR STOCK OF FULTON SPECIALTIES



you'll find will be small, if not all gone, at inventory time. So get out your orderbook and let us replenish your stock.

WE ARE THE MANUFACTURERS OF

Sign and Price Markers, Adjustable Rubber Type, Business and Office Outfits, Juvenile and Toy Printing Sets, Self-Inking Felt Stamp Pads, Non-Blurring Wood Pads, Elite Pads, Daters and Numberers. These goods mean

Certain Profits and Regular Customers.

If you never handled our line, write for catalogue. It will show you that we study your wants and plan for you.

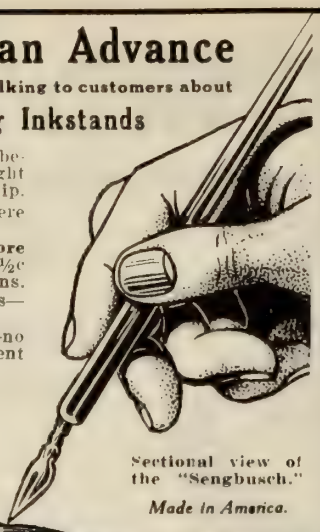
FULTON SPECIALTY COMPANY
128 FULTON STREET, ELIZABETH, N.J.

Your Clerks Can Advance

these 10 Good Reasons when talking to customers about

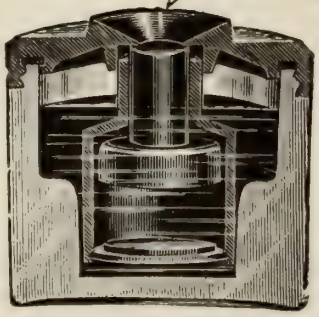
Sengbusch Self-Closing Inkstands

1. Ink always clean and fresh because inkstand closes itself tight as a corked bottle after each dip.
2. 75% of ink is saved, as there is absolutely no evaporation.
3. Busiest clerk can't use **more** than 8 oz. of ink in a year—12½c worth. Think what that means.
4. Ink never spurts or spatters—nothing to make it do so.
5. Pen dip always uniform—no overloaded pens and consequent blots.
6. Needs filling only once in 2 to 6 months, as against once a week with ordinary wells, if ink is kept fresh and nearly clean.
7. Needs washing out only once a year—helps the office boy keep his hands clean.
8. Saves pens because so little ink can be left on to corrode them.
9. Prevents evaporation of red ink. Works perfectly with copying and drawing inks.
10. Saves time and trouble for everybody. Always ready. Always fresh.



Sectional view of the "Sengbusch."

Made in America.



The float in the center keeps the well closed like a corked bottle. When the pen is dipped it pushes this float down (the resistance is too slight to be noticed) and that makes the ink overflow at the top of the "fountain," giving the pen fresh clean ink, and just enough of it. The ink can't spurt, evaporate, nor thicken with dirt or sediment. NONE of it is open to the air. What isn't USED stays there.

Write to-day for complete catalog

SENGBUSCH SELF-CLOSING INKSTAND COMPANY
200 Stroh Building
MILWAUKEE, WISCONSIN, U.S.A.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student and the Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

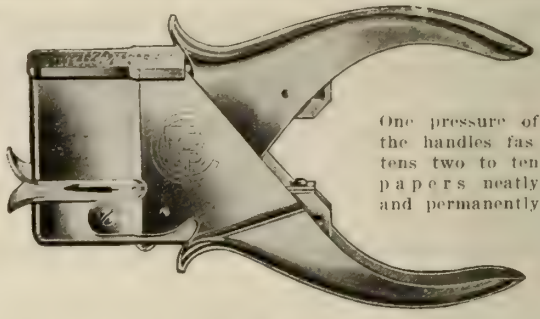
Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.



One pressure of the handles fastens two to ten papers neatly and permanently

BUMP

The New Paper Fastener

THIS device is the talk of the busy office man who appreciates a 20th century office necessity.

We are creating a demand from the consumer for the Bump Fastener by our publicity campaign.

It is up to you to take advantage of this condition by having a supply on hand.

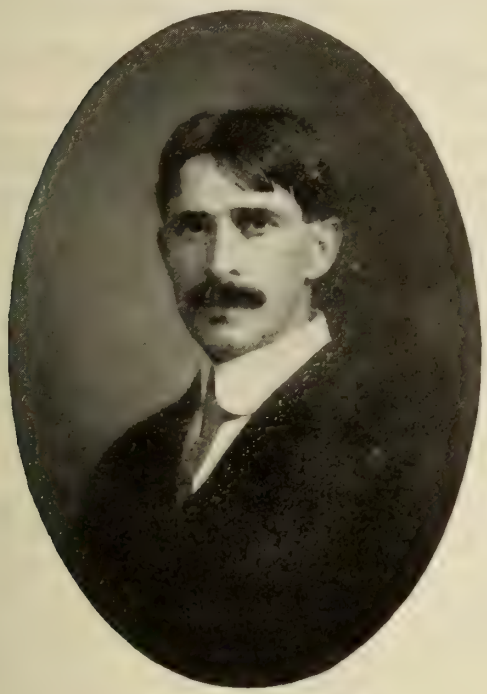
Let us send you fuller particulars and prices.

BUMP PAPER FASTENER CO.
LA CROSSE, WIS.

Canadian Agents: W. J. Gage & Co., Limited.

keep MACLEAN'S forward

MACLEAN'S MAGAZINE is *a good seller.* It is gaining in sales more rapidly than any other magazine. Russell, Lang & Company, Winnipeg, in a recent communication, said: "Magazine winning most new friends is *MacLean's.*" *There's a reason.*



ARTHUR E. McFARLANE,
whose thrilling and absorbing mystery story, "Behind the Bolted Door?" began in the May issue of **MacLean's Magazine.**

MACLEAN'S publishers are spending much money on quality writers, of Canadian birth or residence—this in accord with the new Canadian national spirit everywhere manifest.

MACLEAN'S MAGAZINE is nationally advertised in upwards of a hundred daily and weekly newspapers in Canada. This

National advertising helps you sell MacLean's Magazine

This national advertising promotes news-stand sales, and brings customers to you.

A prominent display of MACLEAN'S MAGAZINE in your window will send into your store many chance customers who have been interested by the newspaper advertising of MACLEAN'S MAGAZINE. Every such visitors is likely to be a buyer of other lines.

Arthur Stringer's New Story

"The Anatomy of Love"

begins in the June number. Arthur Stringer has a big following. His name will sell MacLean's. Talk him and this brilliant new serial of his. In the June number is the second instalment of Arthur E. McFarlane's thrilling mystery story, and stories and articles by such noted Canadian writers as

Agnes C. Laut
Robert W. Service
Alan Sullivan
Robt. E. Pinkerton
H. F. Gadsby
Arnot Craick

Look through the June number of MACLEAN'S. Make yourself familiar with the popular Review of Reviews department. Read the authoritative "Business Outlook" article. Then you will appreciate that MacLean's is a thoroughly well-balanced magazine. Remember this: Every time you sell MacLean's Magazine, you make a friend and permanent customer.

Keep MACLEAN'S MAGAZINE Forward

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited

Manufacturers 419 King St. W., Toronto

Packard BROTHERS

MANUFACTURERS OF

Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

German, French, Spanish and Italian Grammars

of the

Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

YOUR Ad. in this space will cost you only $25.00 a year; $2.09 a month.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

ERASERS.

Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

Standard Commercial Works

CANADIAN CUSTOMS TARIFF HAND BOOK. Enlarged and revised to date. .....Price, $1.00

MATTE'S INTEREST TABLES at 4 to 10 per cent. .....Price, $3.00

MATTE'S INTEREST TABLES at 3 per cent. .....Price, $3.00

HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent. ....Price, $5.00

HUGHES' SUPPLEMENTARY INTEREST TABLES .....Price, $2.00

HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, $1.00

HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.....Price, $1.00

BUCHAN'S STERLING EXCHANGE TABLES .....Price, $4.00

BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, $4.00

BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advance .....Price, $2.00

IMPORT COSTS. A new Advance Table ....Price, $1.50

THE IMPORTER'S GUIDE. Advance Tables ....Price, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West ∴ MONTREAL

N.B.—The BROWN BROS., Ltd, Toronto, carry a full line of our publications.

BUYERS' GUIDE

School Rulers

A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.
Silver Springs, N.Y.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

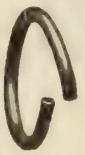
TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

rton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by
THE MORDEN MFG. CORPORATION
Waterbury, Conn.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.
Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

TICKET and CONDUCTOR PUNCHES
THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

BRITISH FIRM OF BOOK PUBLISHERS gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to cooperate. Write: Books, care of Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

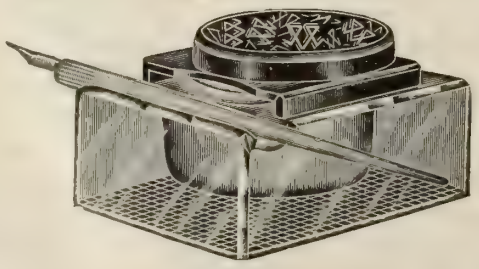
THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

PATRIOTIC SONGS

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. 75,000 copies sold - - - - - - - - - 15c
By Order of the King. A new song by the same composers. 10,000 sold - - - - - - - - 15c
I'll Not Forget You, Soldier Boy. A very popular new song - - - - - - - - - - 15c
Our Own Canadian Boys - - - - - - - - 15c
Soldiers of the King - - - - - - - - 15c
Call of the Motherland - - - - - - - - 15c
There's a Fight Going On—Are You in It? New - 15c
You Bet Your Life, We All Will Go. New - - 15c

These songs will appeal to the popular trade. Good profit to dealers.

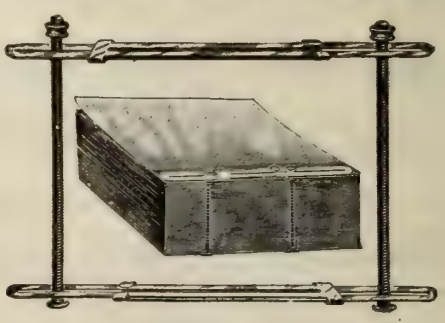
ANGLO-CANADIAN MUSIC CO.
144 VICTORIA STREET **TORONTO, ONTARIO**



Paragon Line of **INKSTANDS**, with Slide Covers, in great variety.

Manufactured by
Frank A. Weeks Mfg. Co., 93 John St., New York
Can also be had through any Canadian Jobber

To everyone who uses a Loose Leaf System you can sell the
"F-B"
Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

Every office man appreciates Quality Typewriter Ribbons and Carbons

That is the big reason for the increasing sales of

Mittag and Volger's Lines

We have always aimed to make our Typewriter Ribbons and Carbons up to a standard—not down to a price, hence particular office men have absolute confidence in the "M. & V." brand.

Compare Mittag and Volger quality with any other and prove our claims conclusively.

No matter what your customers' requirements in ribbons and carbons, may be you can easily fill them if you feature our quality lines.

Ask for our catalog. Our prices are more than ordinarily attractive.

This trade-mark on your stock is a guarantee of better sales and bigger profits.

MITTAG & VOLGER, INC.

SOLE MANUFACTURERS FOR THE TRADE

Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

BRANCHES:

NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

FLAT OPENING



ONE of the steadiest repeaters in the National Line. Copper wire stitched to guard hinge. Book shown is three-quarter bound, Russia Skiver Cloth Back and Corners, Duck Sides, Green Edges. Other bindings, Russia Back and Corners, Cloth Sides; and Full Buffed Sheep, Russia Ends and Bands. Every needed ruling. 150 to 1200 page books.

4 Sizes

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA



Worth Looking At

You should see our range of new Patriotic and Nature subjects before ordering Scribblers and Exercise Books for school opening.

SAMPLES AND PRICES ON REQUEST

Examination Supplies

Examination Foolscap in sheets, books and tablets
Graphical Solution Paper
Bookkeeping Examination Books

ASK FOR PRICES

It is time to order Picnic Goods

We keep Paprus Plates, Lily Paper Cups, Crepe Napkins, Crepe Table Cloths, Lace Paper Doilies and Waxed Paper in packages

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND

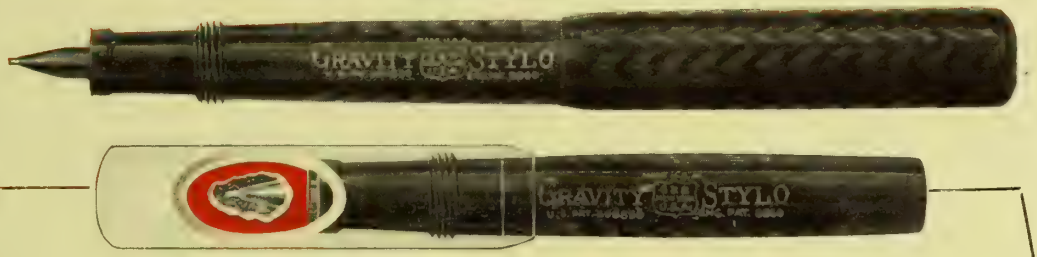
OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C

VOL. XXXII. PUBLICATION OFFICE: TORONTO, JUNE, 1916 No. 6

Sanford & Bennett Gravity-Stylo



Service First!

The real test of a fountain pen is the service it renders the user. A pen that cannot stand the ordeal of actual, every-day handling will never win customers, nor profit dealers. Service First!

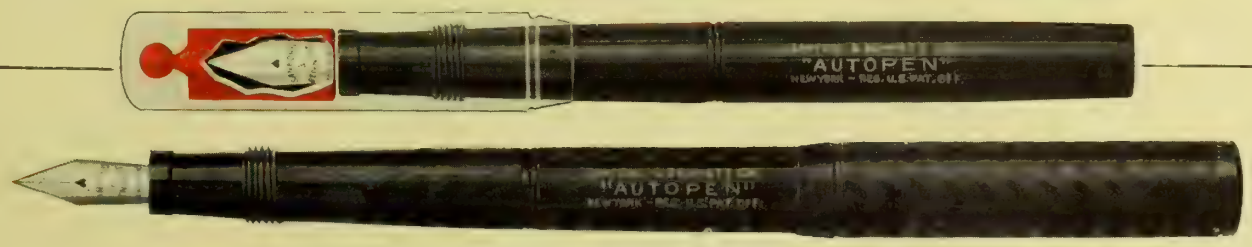
Sanford & Bennett FOUNTAIN PENS

are so accurately made, from such fine materials, that each and every S&B pen is guaranteed to give perfect service. Simple and dependable in mechanism—constant and uniform feed—smooth and faultless writing. The kind of pens that make friends and aid trade. The S&B Gravity-Stylo Pen and the S&B Autopen are two examples of the superiority of S&B Fountain Pen Service. Dealers are invited to write for price list and discount sheet.

Sanford & Bennett Co.

51-53 MAIDEN LANE, NEW YORK

W. E. COUTTS, Canadian Sales Agent, - 266 King Street West, TORONTO, ONT.



Sanford & Bennett Autopen

When you see the name **EBERHARD FABER**

ON PENCILS, PENHOLDERS, RUBBER ERASERS OR RUBBER BANDS

you may be sure you are buying goods of

AMERICAN MANUFACTURE

EBERHARD FABER'S Pencil factory is in NEW YORK, and has been established there since 1861
The Rubber factory is in Newark, N.J., having been located there since 1858

Do You Sell Superfine Linen Record Note Paper and Envelopes?

The Watermark of Quality

Have you ever had the experience of having a discriminating customer insist on something distinctive in correspondence paper and of being at a loss to meet exactly the requirements of this customer?

Of course you have, and so has every other stationer, but some of them have remedied this lack and are now able to satisfy with eminent satisfaction the demand for WRITING PAPER FOR GENTLEMEN by selling the special size in **Superfine Linen Record** put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

STUDENT'S NOTE BOOKS

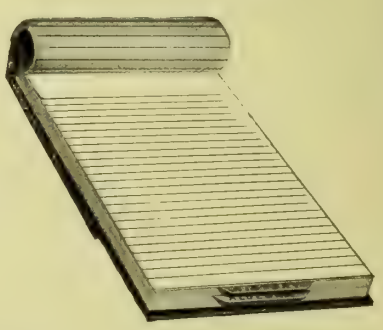
THREE STYLES

Style N R.—Regular Split-Ring Construction with high-grade metal. Black cloth binding. Compare this with anything similar on the market.

Style P R.—Post construction as illustrated. Black cloth binding. Stiff back gives solid writing surface. Unequalled for lecture-room and outdoor notes.

Style G R.—Something new for students. Regular Ring Book, flexible black seal grain binding, moderate in price. Send for samples and get your order in now for September delivery.

MADE IN CANADA and made RIGHT



Style PR.

LUCKETT'S STERLING LINE

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria St. Dept. S. Toronto, Ontario

LUCKETT'S STERLING LINE

"Overstocked"

This word used to be the most common in use between a buyer and a salesman. A buyer would blush to use it as a stall nowadays.



$2\frac{1}{2}$ oz. size retails at 10 cents.
5 oz. size, with cap and brush, 25 cents.
10 oz. size, with cap and brush, 50 cents.
30 oz., Quarts for refilling, 90 cents.

You couldn't buy an overstock of

Glucine

But we advise you strongly to buy enough!

Our Spring Stock has just reached us.

The foresighted Stationer will place his order for gross lots—and get the old rate of profit.

Order Now, Please.

You know as well as we do that old prices will be impossible to maintain on next shipment.

Glucine is the best adhesive on the market—Does the work without water—It never dries up—Never goes bad—Never smells—*All this is guaranteed.*

Buy in gross lots and get the big profit.

The same factory turns out Lyons Ink — Lyons Bank Wax—Perfumed Sealing Wax—Parcel Wax—Stamp Pads.

Sole Canadian Agents Lyons Ink, Ltd., Manchester, Eng.

Menzies & Company, Limited

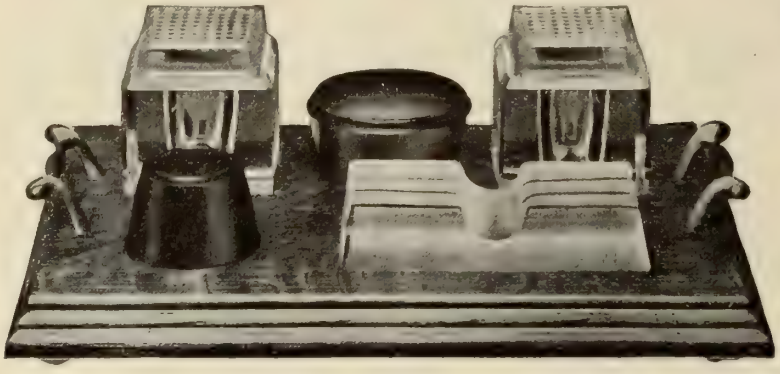
Importers Stationery Lines - Manufacturers Christmas Cards
Importers Blotting Paper, Etc.

439 King Street West, (One Door West of Spadina Avenue) **Toronto**

We aim to keep a most complete stock of

General Stationery and Office Supplies

While there has been considerable difficulty in getting and keeping up supplies to date, yet a good part are at former prices.



Wood Base Inkstands

All fitted with our PEERLESS NON-SCRATCHING RUBBER FEET



STEPHENS' INK—New stock just received. All sizes. No change in price at present.

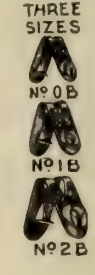
ESTERBROOK STEEL PENS — Sole agents for Canada.



PENCILS—Home of high-grade **OPHIR** Hexagon Drawing. (**Silko** round satin finish, every pencil pointed.) **Auditor, Black Watch, Royal Academy.**

Paper Fastener, Paper Clips,
Wing Corner Clip,
O.K. Paper Fasteners.





Blotting Paper — "World," "Reliance," "Dominion." White and colored. 60, 80, 100. Fancy colors, 100-120 lbs. Stock of most colors still on hand.

Paragon Inkstands—quite new. Single and double styles, with dust-proof slide covers, prevent evaporation.

Desk Calendars, Pads, 1917—Dominion Tablets, 4to. and 8vo.

Boston Pencil Pointer—Only mechanically perfect one. Wonderful seller.

Paul E. Wirt Fountain Pens—"Get the Best." $1.50 up.



BROWN BROS., LIMITED

WHOLESALE STATIONERS - Simcoe and Pearl Streets, TORONTO



What this means to You

THE figure of Venus in the stationer's store means that he is prepared to furnish a perfect pencil to every customer, no matter how unusual the requirements may be.

VENUS
10¢ PENCIL

is famous throughout the world. Its unvarying quality, its adaptability to every writing and drawing purpose, its inimitable smoothness and long life are some of the reasons why it is preferred over all others.

MADE in 17 degrees, from 6B softest to 9H hardest, **also hard and medium copying.** Buyers insist on Venus, the pencil with the distinctive water-mark finish.

FROM all over come reports of the splendid satisfaction which this pencil gives. It is a steady seller, constantly called for, and it nets a pleasing profit for the dealer who handles it.

If your stock of Venus Pencils is not complete, write at once for information and prices

American Lead Pencil Co.
220 Fifth Avenue, New York
Also Clapton, London, Eng.

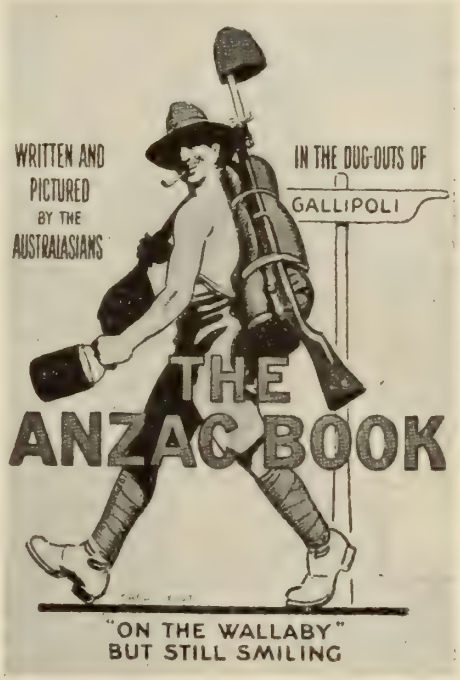
***Makers also of the superb Velvet 5c pencil and the new Venus Eraser**

Ready June 16

"SOME" WAR BOOK

THE ANZAC BOOK

Written and Pictured by the AUSTRALASIANS in the Dug-outs of Gallipoli.



The Australian lads wrote this as a Souvenir of the part they took in the Dardanelles Expedition.

The editorial dug-out was on the beach of Anzac Cove, and both pictures and stories were edited "with interruptions" from the Turkish guns.

"The Anzac Book" is the liveliest of the War books, and the most realistic so far.

$1.00 Net

TRENCH YARNS By "Peter"

Cloth. Net 35c

The Navy has its "Bartimeus"; the Army has produced its "Peter." As the one has recounted the doings of the Sea Guardians, and embodied that spirit in his books, so the other gives us glimpses of the curious life led in the front trenches; glimpses seen through rifts in the smoke of shell explosions and noxious gas clouds.

A TALL SHIP By Bartimeus

Cloth. Net 35c

This is a collection of sea stories, so vivid and convincingly true to life, that the very ink with which they are printed seems to acquire the smell of salt and tar. Pathos and tragedy, comedy and sterling heroism, all are depicted—and depicted in that quiet, whimsical, humorous manner which is peculiar to those who man the King's ships and guard our shores.

CASSELL & CO., LTD.
PUBLISHERS **55 Bay Street, TORONTO**



Old Sol and Picnics

OLD Sol is the patron saint of picnickers and everybody goes picnicking. Consequently there is an unlimited scope for developing trade with picnic specialties. They can be made the means of boosting your summer sales. The idea is to keep reminding people so that they will instinctively think of these things and order them when they are preparing for picnics. They afford opportunities for attractive displays in your windows.

Stock Up on These Lines

Tissue Paper Napkins—large variety of patterns in different grades.

Sterling Table Sets—including one tablecloth and six napkins, packed in sanitary wrapper. Price to trade $1.20 per doz. packages.

Paper Drinking Cups—"The Lily." absolutely the best on the market.

Pie Plates—three sizes: 5-inch, 8-inch and 9-inch, at $2.25, $2.85 and $3 per thousand, packed in half thousands.

Paper Doilies—

Size	5-inch,	50c	per	package	of 24
"	6 "	60c	"	"	24
"	7 "	70c	"	"	24
"	9 "	75c	"	"	12

Shelf Papers—Red, yellow, pink, green, blue and white, 80c a box of 2 doz. 5-yard lengths. Also a line at 50c a box of 1 doz. 10-yard lengths.

Floral Shelf Paper—$3.60 per gross folds, 2½ feet to the fold.

FOR WEDDINGS

Wedding Cake Boxes in a variety of sizes to retail at 5c each.
Confetti—Most popular style of packages, 40c a doz.
Serpentine Confetti—$6 per hundred packets, 25 packets to a package.

SEE THESE CONFETTI LINES FOR CELEBRATIONS

THE COPP, CLARK CO., Limited

517 WELLINGTON ST. WEST ∴ **TORONTO, CANADA**

REPRINT NOVELS

WITH WORTH-WHILE PROFIT

Canadian Booksellers should concentrate their efforts upon these Reprint Novels of Canadian Publication—Good, Strong Titles—Bigger Margin of Profit.

118 TITLES

are now included in our list of Half-Dollar Reprints. Send for complete list of Titles and our other Book Lists.

Sir Gilbert Parker's Novels in Reprint Editions

The Judgment House
Sir Gilbert Parker

The Weavers
Sir Gilbert Parker

The Right of Way
Sir Gilbert Parker

The Battle of the Strong
Sir Gilbert Parker

The Seats of the Mighty
Sir Gilbert Parker

The Trail of the Sword
Sir Gilbert Parker

A Ladder of Swords
Sir Gilbert Parker

Mrs. Falchion
Sir Gilbert Parker

The Trespasser
Sir Gilbert Parker

The Translation of a Savage
Sir Gilbert Parker

Pierre and His People
Sir Gilbert Parker

A Romany of the Snows
Sir Gilbert Parker

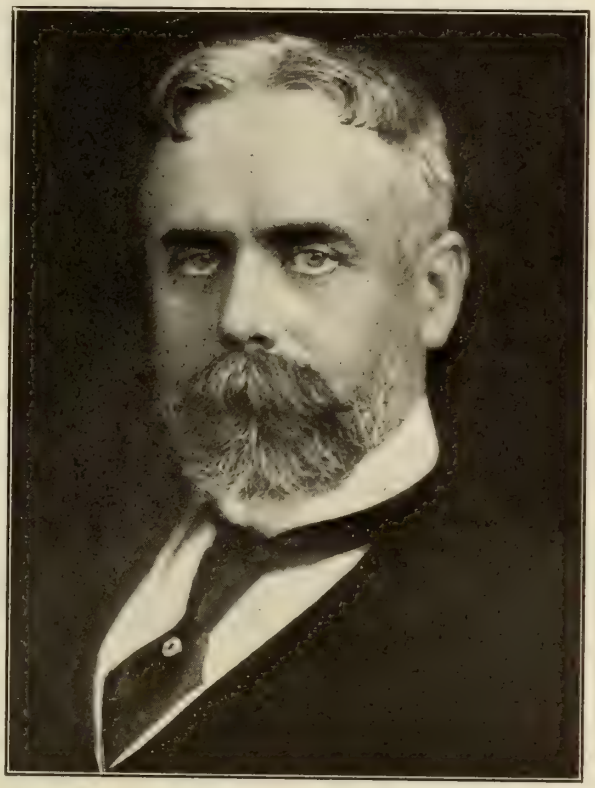
When Valmond Came to Pontiac
Sir Gilbert Parker

The Lane that had no Turning
Sir Gilbert Parker

Cumner's Son
Sir Gilbert Parker

Northern Lights
Sir Gilbert Parker

Donovan Pasha
Sir Gilbert Parker



SIR GILBERT PARKER

Ideal Books for Summer reading. They sell at 50c. but look like the novels published at $1.25 and higher.

EASY TO SELL

Other Good Strong Novels in 50c. Editions

The Heart of the Ancient Wood
Chas. G. D. Roberts

The Sergeant of Fort Toronto
Geo. F. Milner

The Quests of Paul Beck
McDonnell Bodkin

Richard Yea and Nay
Maurice Hewlett

The Fruitful Vine
Robert Hitchens

The Day of Days
Louis Joseph Vance

The Recording Angel
Corra Harris

The Red City
S. Weir Mitchell

Lonesome Land
B. M. Bower

The Way of an Eagle
Ethel M. Dell

The Knave of Diamonds
Ethel M. Dell

Little Eve Edgarton
Eleanor Hallowell Abbott

Fisherman's Luck
Henry Van Dyke

Pandora's Box
J. A. Mitchell
(Editor of "Life")

Bat Wing Bowles
Dane Coolidge

The Sixty-First Second
Owen Johnson

The Long Engagement
E. S. Stevens

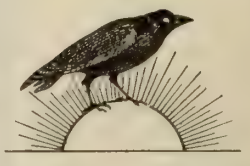
THE COPP, CLARK CO., Limited

517 WELLINGTON ST. WEST ∴ **TORONTO, CANADA**

BLANK BOOKS

When in need of Blank Books it will pay you to investigate our line. Quality is the first consideration and you will find that we can suit your every requirement. Although the quality is high, the prices are moderate, and leave a good margin of profit for the retailer. Write to-day for full particulars.

W. V. Dawson
LIMITED



MONTREAL TORONTO WINNIPEG

IMPERIAL NEWS Co., LIMITED

TORONTO, MONTREAL, WINNIPEG

LARGEST STOCK OF BOUND BOOKS

Our Sales of Bound Books for March was One Hundred per cent. more than for same month last year. In the first nineteen days of May our sales equalled those of the whole of May, 1915. There is a good reason why the dealer is buying books here. We have one of the largest stocks in Canada, a wide range of authors and titles at prices that cannot be undersold.

Strong Cloth—Picture Covers. Hundred titles. Sell 15 cents.
Price 10c

Henty Books—
Handsome wrapper. Sell regularly 35 cents.
Price 18½c

Fifty Cent Lines—
Southworth — Meade — Holmes—Full size picture cover—Wrapper. Price 22½c

English Sixpennies.
Extra nice covers. New stock—Garvice, Doyle, Haggard, Gould. Price .....9c.

We handle also the ALERT LIBRARY.....Price 7½c
ALGER BOOKS are regular sellers .....Price 7½c
The MODERN AUTHORS Library always goes.....Price 8½c

MAGAZINE WALL RACKS—BOOK COUNTER RACKS

These are essential in displaying your goods. These pay for themselves at once. Our magazine display racks for hanging outside or in the window are the best in Canada. There is no doubt about it. We have also added a splendid new line of folding book stands for the counter; write us for illustrated circulars. To hold 10 magazines, 85c; 20 magazines, $1.65; to hold 20 books, $1.75; for five newspapers, 25c; Ladies' Home Journal and Post racks 15 cents.

Pencils, Pens, Rubbers, Clips, Parcel Straps, To Let Signs.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. **TORONTO: 93-95 Church St.** **WINNIPEG: 376 Donald St.**

Trade Talks from McClelland, Goodchild & Stewart

About Some Books that are Easy to Sell

A WAR book that stands out among others as a diamond among other gems is "MY HOME IN THE FIELD OF HONOR," by Frances Wilson Huard, a thrilling, intense and delightful story dramatically told. The nearest comparison that can be made is "The Hill Top on the Marne." Get behind this new book with all your enthusiasm. If you do not be sure that your competitors will.

"The Ottawa Journal" says of it:—"No book issued since the war began has afforded more pleasure and comprehension of the war than this graphic story. The book not only reveals a woman of charming and talented personality, but shows how the whole womanhood of France rose with heroic spirit to meet the calamity of war."

Dealing with Meredith Nicholson's great new novel, "THE PROOF OF THE PUDDING," we want to tell you that the proof of the selling is in the reading of this finest of all the stories by the author of "The House of a Thousand Candles," "The Main Chance," "Otherwise Phyllis," and other outstanding successes among American novels. WE read it with more enthusiasm than any other novel Nicholson has written. YOU will read it with greater appreciation than any other of his books that you have read. YOUR CUSTOMERS will read "THE PROOF OF THE PUDDING" with greater enjoyment than any other Nicholson novel because it combines all the elements they like best —mystery, charm, power, romance, vivid character-drawing and a delightful humor that illuminates and gives character to the whole. ($1.35).

OVER 90% of all illness is caused by wrong eating. Thousands are paying doctors' bills to-day because they do not know how to eat. How many of such people are there in your town? Every one of these people is a possible customer for you for the sale of "EAT AND BE WELL," by Dr. Eugene Christian. As a bookseller you will do well to give thought to this book. Think of the ready manner in which "EAT AND GROW THIN" sold! This new book makes a far wider appeal. It is intended not only for the multitudes of people who are ill or in poor health, but for all others as well, in the interest of maintaining their good health. The opportunity for the bookseller, with a book such as this one, is unlimited! It is far more important than a book intended merely to entertain. People who do buy it will tell their friends. Dr. Christian is perhaps the greatest food expert in the United States to-day and this great book really summarizes his life work, consisting chiefly of menus for normal people and for those ailing in various ways. It is a 12mo. volume of 160 pages and sells for $1.00.

The bookseller who will read "GREEN MANSIONS," by W. H. Hudson, will agree with the "New York Tribune" in saying, "This is indeed a book to rejoice over!" The natural result will be sales. Isn't it a fine thing to get a novel into your stock that you can recommend unhesitatingly to any or all of your customers? Such a book is "GREEN MANSIONS." Of the author, John Galsworthy, whose position in the literary world is so secure, has said, "Now that TOLSTOY has gone, I could least dispense with W. H. Hudson. ($1.50).

NEW FICTION W. & R. CHAMBERS'S LIST REFERENCE BOOKS

"Reminds one of some of the best work of Stevenson."
Edinburgh News

THE BRIGHT EYES OF DANGER

By JOHN FOSTER **Colonial Edition 3/6**

"With Stevenson's imaginative power, creating an atmosphere that is convincingly real and a story that never flags, Mr. John Foster has written an historical novel of the very best type, which we can unhesitatingly commend. The hero's wooing of Mistress Charlotte Macdonell, as engaging a heroine as the reader could desire, is highly charged with danger and romance."—*London Daily Telegraph.*

THE DAY OF WRATH

By LOUIS TRACY **Colonial Edition 3/6**

"An excellent piece of work—far above the ordinary level of fiction—and gives a thrilling account of the adventures of a British officer in Germany and Belgium during the Great War."—*Aberdeen Free Press.*

"It is one of the best stories of the Great War that have yet been printed."—*Irish Times.*

BETTY GRIER

By JOSEPH LAING WAUGH 3/6

Author of "Robbie Doo."

GENE STRATTON PORTER, author of "The Harvester," etc., writes:—"Thank you so much for the 'Betty Grier' book, which I read with rare enjoyment. Surely such a book is a treat."

Ready Autumn, 1916

PINCHER MARTIN, O.D.,

Colonial Edition 3/6

A Realistic Story of the Inner Life of The Gallant Boys of the Royal Navy.

By "TAFFRAIL" (An Officer of the Royal Navy)

THEIR DAILY ROUND.
THEIR READINESS AND RESOURCE.
THEIR HUMOR AND PATHOS.
THEIR SPIRIT IN THE WAR.

The *Times* says:—"A new set of Naval stories, which promise to be full of detailed and lively reading."

The *Daily Dispatch* says: "'Bartimeus' has a rival in 'Taffrail.'"

Dundee Advertiser says: "'Taffrail' has done for the Navy what Ian Hay has done for the Army."

CHAMBERS'S ENCYCLOPÆDIA

A DICTIONARY OF UNIVERSAL KNOWLEDGE

10 Vols. Cloth, £5 Net; Half-Moro, £7 10s Net.

This work was reprinted in 1915, and many of the articles are entirely new or recently revised.

HILAIRE BELLOC, Esq., writes:

"I have found it much the most accurate of such works, more trustworthy than others upon a somewhat larger scale, and, though this may seem contradictory, more comprehensive. In work such as mine it is an opinion which is constantly put to the test, and I have never known that test to fail."

CHAMBERS'S LARGE-TYPE ENGLISH DICTIONARY

Enlarged Edition, with Supplement containing 39 pages of additional words and phrases. 1,302 pages. Cloth, 12s. 6d net; half-morocco, 18s. net.

CHAMBERS'S CONCISE GAZETTEER OF THE WORLD

New Edition. Revised in accordance with the World's latest available Census and Statistical figures. This volume gives particulars of all the important places mentioned in connection with the present war. 768 pages, cloth, 6s. net; half-morocco, 10s. 6d. net.

CHAMBERS'S CYCLOPÆDIA OF ENGLISH LITERATURE

3 vols., cloth £1 11s. 6d. net; half-morocco, £2 5s. net.

CHAMBERS'S BIOGRAPHICAL DICTIONARY

New and Cheaper Edition. Cloth, 6s. net; half-morocco, 10s. 6d. net.

CHAMBERS'S 20TH CENTURY DICTIONARY

Over 100,000 references. Over 1,200 pages. Cloth, 3s. 6d; quarter-bound, 5s. net; half-morocco, 7s. 6d. net.

CHAMBERS'S ETYMOLOGICAL DICTIONARY

Enlarged Edition. 694 pages. 1s. net.

CHAMBERS'S SCOTS DIALECT DICTIONARY

Comprising the words in use from the latter part of the Seventeenth Century to the present day. 7s. 6d. net; half-morocco, 10s. 6d. net.

CHAMBERS'S BOOK OF DAYS

2 Vols., 21/-.

A Repertory of Popular Antiquities, Folklore, Anniversary Days of Notable Events, and Curiosities of Literature. Elaborately illustrated.

Now Ready CHAMBERS'S BOOKS FOR BOYS AND GIRLS Ready Autumn, 1916

THE FIRST YEAR OF THE GREAT WAR

Being the Story of the First Phase of the Great World Struggle for Honour, Justice, and Truth. Told for Boys and Girls of the British Empire by

RICHARD WILSON, B.A., D.Litt.

20 Illustrations and 4 splendid Maps. 256 pages. 1/6 net.

"Told in a manner which must command the attention of all, let their age be what it may. Dr. Wilson is the master of a clear and also an attractive style. What is more, he possesses a thorough understanding of the several situations with which he deals, with the relations they bear to one another, and to the influence on the progress and the ultimate issue of the war."
—*Glasgow Citizen.*

CHAMBERS'S PATRIOTIC POEMS FOR THE YOUNG

Including Translations of the National Anthems of the Allies and many Copyright Poems. 192 Pages. Cloth. 1s. net.

Also in Two Parts Part I. paper, 5d. net; limp cloth, 6d. net
Part II. paper, 5d. net; limp cloth, 6d. net.

"A splendid collection of Patriotic Poetry. . . . We can cordially recommend this collection as one of the best we have seen."
—*The Schoolmaster.*

MADGE MOSTYN'S NIECES

L. T. MEADE. 5/-.

HOLLYHOCK: A SPIRIT OF MISCHIEF

L. T. MEADE. 3/6

MARY OF HARLEY STREET

L. T. MEADE. 3/6

TEDDY LESTER: CAPTAIN OF CRICKET

JOHN FINNEMORE. 5/-.

VICTOR HASTINGS, V.C.

A Story of the Great War. **ESCOTT LYNN.** 5/-.

MRS. MANNING'S WARDS

A School Story. **MAY BALDWIN.** 3/6

THE TUCK-SHOP GIRL

A School Story of the Girl Guides. **ELSIE OXENHAM.** 3/6

COLOURED PICTURE BOOK

CINDRELLA AT THE ZOO

Authors of "Frolic Farm," etc. **THE MISSES PARKER.** 6/- net.

PRIZES

"Messrs. CHAMBERS have a fine list of Gift Books for boys and girls, which it is the duty of every father, mother, uncle, aunt, and other relative of gift-giving proclivities to read from beginning to end. From cover to cover their productions bear the impress of masterly hands." —*The Tatler.*

When considering what Gift Books to buy for your scholars or other young friends, keep in mind

CHAMBERS'S PRIZE BOOKS FOR BOYS AND GIRLS

The Authors include L. T. Meade, May Baldwin, Mrs. Molesworth, Raymond Jacberns, G. A. Henty, G. M. Fenn, Andrew Home, John Finnemore, Escott Lynn, F. G. Aflalo, Commander E. Hamilton Currey, etc.

All the volumes are illustrated either in colour or in black and white by leading artists, and are bound in artistic cases.

Messrs. Chambers beg to inform the trade that **MR. H. A. FARLEY** is at present touring Canada with a full set of their samples. Included in the list is an exceptionally attractive set of books suitable for Christmas Gifts and School Rewards, which he is offering on very favourable terms. **Any bookseller wishing to communicate with Mr. Farley should write to Box 38, Waseca, Sask.**

W. & R. CHAMBERS, LIMITED, 38, Soho Square, London, W., and Edinburgh

JUST OUT

Connaught Lawn Writing Tablets

Made from High-grade White Linen Finish Paper.

In three standard sizes

Note, Letter and Ladies Folding

Made to retail at popular prices (10 to 25 cts.)

The best value in Canada to-day.

Samples and prices on application.

Made in Vancouver by

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Hundreds of Buyers Every Year Attracted to Your Store by the Pen Department

A GOOD many stationers value their pen department only on the exact amount of pens they sell.
But its still greater value is that it brings such a large number of people into your store, where you have the opportunity to sell them other things.
It is because of this that successful dealers are devoting such increasing attention to their pen department.
They concentrate on one complete assortment—one comprehensive line. This enables them:

1st. Tie up less money in stock.
2nd. Save counter space.
3rd. Get maximum display.
4th. Offer the most complete assortment.
5th. Make it easier for the customers to buy.

To assist in concentrating and improving their pen department, there are ten different sizes of Esterbrook Counter Display Cases. Write us about these to-day.

ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET. CAMDEN, N.J.

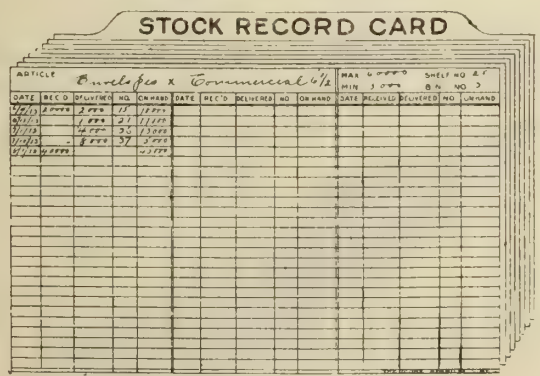
Esterbrook Pens "Easiest to sell!"

Have you a copy of the Globe-Wernicke Catalog?

It means money to you. Business concerns of every description need stock records, and a copy of our Filing Cabinet, Supply Catalog No. 915-G. will show you just how to meet these requirements.

And even if your customer needs some special kind of record card, we have superior facilities for ruling and printing to order. Our facilities for supplying record cards specially ruled and printed, are unbeatable.

Ask for full particulars.



Specimen of Stock Record Card No. 14-S.

The Globe-Wernicke Co. Ltd.
STRATFORD, ONTARIO

Military Specialties

Battalion Pennants, Cushions and Photo Banners.

Swagger Sticks, Canes and Whips.

Lanyards and Whistle Cords.

Kit Bag Locks, Button Sticks, Service Mirrors.

Cap Protectors for Inside and Outside.

Money Belts.

Purses and Wallets.

Whistles.

Polishing Cloths.

Post Cards with Battalion Names.

Ever-Ready Flashlights.

Write for Catalogue of these and other good selling lines.

PUGH SPECIALTY CO., Limited
38-42 Clifford St. - Toronto, Canada



"Purchase only Goods produced within the British Empire"
(Rt. Hon. Walter Runciman's Committee)

WHEN ORDERING ERASER RUBBER

SPECIFY THE

'Colonel' REG. BRITISH MADE ERASERS

AND SUPPORT THE INDUSTRY AND CAPITAL OF THE BRITISH EMPIRE

"COLONEL" PENCIL ERASERS—MADE IN 3 COLORS, WHITE, GREEN AND RED.
"COLONEL" TYPEWRITER AND INK ERASERS. "COLONEL" WHITE BEVEL RUBBER.
"COLONEL" COMBINATION INK AND PENCIL ERASERS—MADE IN VARIOUS SIZES.
"COLONEL" GREEN BEVEL ERASER — SPECIALLY SUITABLE FOR USE ON TRACING CLOTH.





The "COLONEL" ERASERS, made by the manufacturers of the famous "Colonel" Golf Balls, are acknowledged SUPERIOR in every way to the foreign-made Erasers so largely in favor hitherto.

ST. MUNGO MANUFACTURING CO., - GLASGOW, SCOTLAND

Distributors for Canada—Menzies & Co., Ltd., 439 King St. West, Toronto.



"OUR FATHER"

Charming Colour Plate of this beautiful subject now ready. Size of engraved surface 12 in. by 8 in. Double mount 18 in. by 14 in. Uniform in style and size, with "Limpets" and "My Daddy."

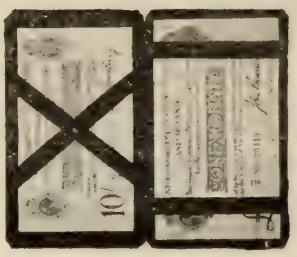
Price 2/
Trade discount 50%

S. HILDESHEIMER & Co., Ltd.,
66, CLERKENWELL ROAD, LONDON E.C.
ENGLAND.

S·H & Co LIMITED

Reversible Bank-Note Case

(Patented)



The very best means of carrying paper money. Every bookseller and stationer should stock them. Made in all qualities of leather to retail at 20 cents to 3 Dollars each. Showing a handsome profit. Prices and particulars sent on application to the actual manufacturers.

D. Harper & Co., Ltd.
Novelty and Fancy Leather Goods Manufacturers.
258-262 Holloway Road - - LONDON, ENGLAND
Telephone: North 1636 North.

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen



the popular and quick-selling pen

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:
Hinks, Wells & Co., Birmingham, Eng.

STANDARD OMEGA DUSTLESS

The Perfected School
CRAYON

The "OMEGA" Dustless blackboard crayon is borated, antiseptic and hygienic; free from grit and erases easily.

Does not glaze blackboard, is clean and economical and reduces dust to a minimum, and is in every way the most satisfactory crayon for blackboard use.

One Omega crayon will outwear three or four of the common chalk.

Standard Enamel Chalk

Never fails to give good satisfaction.

We can quote prices on enameled chalk, enabling the dealer to make a bigger profit than with any other brand of similar quality.

Complete Range of Wax Crayons to sell at 5c and 10c a Box.

Made by
STANDARD CRAYON MANUFACTURING CO.,
Danvers, Mass.

A. R. MacDougall & Co.
LIMITED
Manufacturers' Representatives
266 King Street West, Toronto, Canada

DIXON'S ANGLO-SAXON №2 - №1302

Dixon's ANGLO-SAXON Pencils have three fine maximums:—

The Maximum of
PROFIT

The Maximum of
SATISFACTION

The Maximum of
REPEAT ORDERS

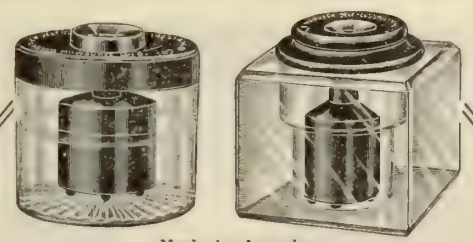
Firm leads in four degrees of hardness, which are absolutely uniform. Round and hexagon shape. Yellow and green finishes. Rubber-tipped.

Send for catalogue 88J.

Made in Jersey City, N.J. by the

JOSEPH DIXON CRUCIBLE CO.
Established 1872
Canadian Selling Agents, A. R. MacDougall & Co., Ltd.
266 King St. West, Toronto, Ont. J-89

DIXON'S ANGLO-SAXON №2 - №1302



Made in America

No. 51. 3 inch. size. Plain Glass, $1.50 — No. 52. 3 in. Cut Glass, $2.00 — No. 53. 3 in. Plain Glass, 1.75

CLEANLINESS—COMFORT
EFFICIENCY—ECONOMY

Those are the elements which placed the Sengbusch Self-Closing Inkstand so far in the lead.

Cleanliness: Because the **ink** is **always** perfectly **fresh** and **clean.** No more ink thickened from evaporation, dust or sediment, for the man who uses the "Sengbusch."

Efficiency: Because the pen-dip is natural and to a uniform depth—every dip gives just enough ink, with no stringy clots or thick or dirty ink — no overloaded pens. The result is **clean** and **rapid** work.

SENGBUSCH *Self-Closing* INKSTAND

Economy: Because no ink can evaporate, none will get spilled, none will be shaken off the pen onto floor or blotter. What is not **used** stays in the well.

Comfort: Because the ink is always ready, no cover to remove and replace (or forget), no care required to avoid spurting. Just dip your pen naturally and write.

These are the reasons why it pays all dealers to keep the "Sengbusch" well displayed, and to push it.

Write for catalog and information on complete line, and our full proposition. We furnish attractive Canadian price-lists with your imprint, display cards, etc. Their use gives you larger profits and repeating orders.

Write us to-day.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Bldg., Milwaukee, Wis., U.S.A.

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip. NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by

IDEAL SPECIALTIES MFG. CORP.
NEW YORK

A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

ACTUAL SIZE



SEE THOSE PRONGS?

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

ELDORADO Supersedes KOH-I-NOOR

Eldorado, the Master Drawing Pencil, made by Joseph Dixon Crucible Company, comes in 17 degrees, 6B to 9H, and represents the most scientific achievement in pencil making. It is most successfully replacing that erstwhile favorite Austrian-made pencil, the "Koh-i-noor," now off the market in this country.

WHEN IT COMES TO FIVE CENT LEAD PENCILS

"MANUAL TRAINING," the newest Dixon pencil, made in 10 degrees to sell at a medium price, has been brought out to satisfy a demand for a fine drawing pencil at a moderate price. The leads are carefully and accurately graded to meet the requirements for the purposes indicated.

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' REPRESENTATIVES 266-268 KING STREET WEST, TORONTO



He is SO Happy Modelling, with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada:
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.

Write Us for Samples and Particulars TO-DAY

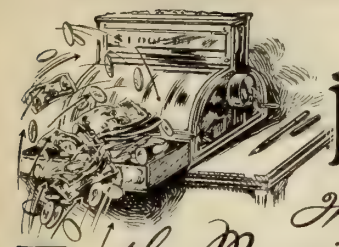
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England

Telegrams: "Modellit, Bristol," England



WITH the exception of foodstuffs and cleaning materials, there is no more universally used household commodity than writing paper. Crane's Writing Papers are the only ones that are widely advertised to the public. We have supplied many thousand electrotypes for this purpose. Dealers recognize the advantages of advertising Crane's Linen Lawn and Highland Linen because they are writing papers with a national reputation that are used in every refined home. A postal will bring you copies of our Pull-Together which explains the co-operative service we offer to our customers.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.



MAKE FOUNTAIN PEN PROFITS WITH The Pen with the Magic Button



Buying right insures good profit. Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

The "A.A." Self-Filling Fountain Pen has gained great popularity with the Canadian public, for it never falls short of its advertised merits. What is popular is profitable, and for this reason you should carry the "A.A. Line."

Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
36 THAMES ST. NEW YORK CITY

Not connected with the L. E. Waterman Co.



Standard Paper Mfg. Co.

RICHMOND, VA., U.S.A.

Largest Exclusive Manufacturers of

Blotting Paper

Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curi-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.



The Brand of Superiority in Blank Books and Loose-Leaf Devices

For years the "Standard" trade mark has stood for efficiency and absolute satisfaction in blank books and loose-leaf devices. Embodied in the "Standard" line are all the latest time-saving ideas, hence dealers are finding it particularly profitable to keep these popular items constantly before their customers.

Make the most of your space by featuring "Standard" lines—the lines that have won approval everywhere.

Boorum & Pease Co.

Makers of "Standard" Blank Books and Loose-Leaf Devices

Home Offices: Front St. and Hudson Ave. Brooklyn, N.Y.

Factories: Brooklyn, N.Y. St. Louis, Mo.

A STORY OF THE CANADIAN WILDS AND THE "MOVIES"

Star of the North

By Francis W. Sullivan

Author of "Children of Banishment"

12° Color Frontis. $1.35 net.



Imagine the members of a New York Moving Picture company, whose director, to secure the proper setting, has located them far north in the Canadian wilds! Imagine the surprise of the leading man, hopelessly lost in the woods, when he suddenly comes upon a beautiful girl, the daughter of a Hudson Bay Post Factor! And imagine the surprising new world opened up to the girl, who never had heard of the "movies."

The story is full of thrilling situations, but pictured with rare genuineness, by an author who knows his northland, as readers of "Children of Banishment" will attest.

G. P. PUTNAM'S SONS

2 West 45th Street NEW YORK CITY



De Luxe Ring Book

The book with the oval rings

Rings of oval shaped wire—won't tear the sheets at punchings.

Automatic ring openers—a touch on the trigger opens the rings.

Arch shaped rings that open wider and give greater capacity.

Built-in pockets that won't come loose.

Binding of genuine levant cowhide, with black leather lining.

Sheets of Weston's Defiance Bond — the highest priced and strongest paper in any ring book line.

WILSON-JONES LOOSE LEAF CO.

3021 Carroll Ave., Chicago

129 Lafayette St., New York

FORTHCOMING VOLUMES

GERMANY BEFORE THE WAR ($1.25 net), by Baron Beyens

Belgian ambassador in Berlin, 1912-1914. Describing the Prussian Court, the German Foreign Office, the Kaiser's Policy and Duplicity, Events in Berlin at the Outbreak of War. A prompt and complete Exposure by a Diplomatist who was one of the chief actors in the dramatic incidents he records.

NELSON'S HISTORY OF THE WAR (45c. net), by John Buchan

Everywhere recognized as the most authoritative story of the war. Everywhere praised as a brilliant military history. Vol. XI ready shortly.

JU-JITSU SELF-DEFENCE (35c. net), by W. Bruce Sutherland

The elements of Ju-Jitsu explained for Special Constables, Soldiers, Volunteers and the General Public. Written by an expert at the request of the Special Constables of the City of Edinburgh. Full of photographs.

Thomas Nelson & Sons, Limited, Toronto

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. JUNE, 1916 No. 6

IN THIS ISSUE

Manufacturers and Wholesalers on Price Advances
Western Merchants Fight Mail Order Houses
Bigger Business in Office Specialties
Building Up Picture and Picture Frame Trade
Selling and Advertising Ideas for Stationers
Suggestions for 5c to 25c Department
Putting a Book Business on its Feet
How One Bookseller Doubled His Trade
Situation in the Wallpaper Trade
New Goods Described and Illustrated

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President — H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager — T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

JUNE, 1916 Vol. XXXII—No. 6

MR. MERCHANT, do you want to get out of Bookseller and Stationer the greatest possible advantage for your clerks as well as for yourself? We are as anxious as you that you should, and yet we feel that often through the lack of a systematic handling of the copy or copies that reach your store there are unnecessary delays, and in some cases the assistants are not given the opportunity to study the articles and—equally important—the advertisements. Frequently there is no definite arrangement carried out for passing on the issues in regular order.

The plan is a simple one: just tear off the slip given below, attach it to this issue on the cover page, and write down the names of the staff members whom you wish it to reach. See to it that your managers and clerks keep up to schedule in passing on their copies promptly. Provision is made for copies being sent back later to those who wish a second study of the contents.

Some merchants, while they examine carefully pages of the paper themselves, fail to realize the value that lies therein for those behind the counter. They are kept in touch by type and illustration with the new lines that are being brought out; with the conditions of supply and market changes; with selling methods culled from a wide field by visits of staff writers. Not only is the information valuable in buying, but it should be of equal help to the clerk that sells; it supplies him with a more intelligent viewpoint than he could otherwise obtain.

But apart from the department articles, there are a large variety covering many incidents of store life; on store systems, on advertising, on the handling of customers, on such problems as mail order competition, credits, approbation, etc., stock-taking, window trimming, and scores of others.

Reading them will not only benefit your staff, but will add an interest and a zest to their work; they will understand better and as a result do better.

If one or two copies are not enough to go around, try taking a second or third.

CUT THIS OUT AND PASTE ON THE COVER

This issue of Bookseller and Stationer Belongs to

Firm .....

Those whose names appear below are requested to read as soon as possible those pages in this issue that apply directly to their own departments, check off their names, and pass on to the one directly below in the list. If you desire to secure the copy again later for a further reading, place a check in the last column opposite your name.

NAMES OF EMPLOYES	Have Read	Wish Back

Causes of Price Advances Discussed

Important Letters and Interviews in Which Representatives of Wholesale and Manufacturing Concerns Give Valuable Information for Guidance of the Trade.

IN the following letters and interviews a valuable summing up is afforded, together with pertinent advice to the retail booksellers and stationers that cannot fail to have a beneficial effect on the trade. The advisability of advising their customers of the causes for price advances will readily suggest itself to retailers and it is to be hoped that they will exert themselves to their utmost to bring about a proper understanding of the situation on the part of their customers, so that there may be no danger of any misunderstanding in connection with the advances in retail prices on lessened quantity available at popular established prices as a consequence of the present transitory state of the trade.

Should the Retailer Advance His Selling Price?

Editor,
Bookseller and Stationer,
Toronto.

Dear Sir:—

The stationery trade is face to face with extraordinary conditions. These conditions apply with equal force to the retailer and wholesaler.

The needs of the manufacturer of explosives is the primary cause of the trouble. Britain's demands on tonnage, and consequent stoppage of the export of pulp from Norway and Sweden, the ships being used for other purposes, the scarcity of bleach and dye materials, and the increased cost of skilled and unskilled labor, have combined to bring about a situation unique in the annals of the trade.

Prices on all lines, of which the constituent parts of paper are the basis, have been advancing for many months. Every mail that is received contains notices from mills and manufacturers, withdrawing quotations, cancelling former prices and refusing to name prices for future deliveries. And this condition is common. Every line the stationer carries is hit, and hit hard. Ordinary grades of copying pencils are off the market. Low-priced, graded pencils, so largely used heretofore for school supplies, are almost impossible to procure, manufacturers declining to make the low grades because they cannot keep up with the demand for the more expensive lines. Metal goods of all kinds which the stationer uses, are in the same category as paper. Deliveries are bad. Prices are soaring. The English manufacturer from whom a large proportion of metal goods were procured, finds it almost impossible to get any tonnage even when he has the goods to ship. Inks have advanced about 10% and will no doubt have to be still further advanced.

To enumerate at any length the different lines of goods common to all dealers in stationery, that have already been advanced, and that will without peradventure of doubt, go still higher, would take up too much of your valuable space. The situation as the writer views it calls for immediate and drastic action on the part of the retailer. Throughout the country, wherever possible, and **it should be possible everywhere**, stationers should get together and discuss the situation. It won't take long to dispose of stock accumulations of marketable goods bought before the advances became pronounced. Then, where will the retailer get off. If he has not been far-sighted enough to advance his prices, he will be paying 10, 20, 30% or more for his purchases. His shelves will be filled with goods bought at the enhanced prices. Then,—**the war ends**. The competition immediately becomes keen, especially from the large centres, and down go the retail prices, till profits vanish and losses take their place.

A merchant is at least entitled to profits sufficient to cover overhead expenses, pay himself a decent salary and fair interest on the money investment. How many of them get it? In view of the present situation, the retailer is absolutely justified (in fact he will be very unwise in the writer's opinion if he does not do it) in going carefully over his stock and advancing all his retail prices to the amount at all events of his increased cost. This may seem like a difficult thing to do, and there might have to be considerable give and take, but in many instances no trouble whatever in getting the enhanced prices will be experienced.

Yours very truly,
M. G. HAY,
Sales Manager.
THE COPP, CLARK COMPANY.

Loose-Leaf Trade Difficulties

The following letter from Mr. Luckett ably sums up the situation as affects the loose-leaf trade and its relationship to the retailer:

Monday, May 22, 1916.

Bookseller and Stationer.
Toronto, Ont.

Dear Sirs:—

Answering yours of the 18th. We are heartily in accord with your plans of giving publicity to the matter of prices in your columns, and are glad to contribute our share of information in regard to the loose-leaf situation. We feel that with the proper presentation of conditions that a better understanding will prevail, resulting in a more equal distribution of advances among consumer, dealer and manufacturer.

The question of costs is a vital one at this time to all, and the loose-leaf business has suffered as much, or more, than any other. We use such a great variety of materials that the pressure is felt from all sides. We do not know from one day to the next what costs will be or whether material can be secured at any price.

A few instances will illustrate. Brass has advanced to almost a prohibitive point and some kinds cannot be had at all. Steel is up in price and the mills that will accept orders do so subject to delays of from three to nine months. Leather has increased from 15% to 30% and certain kinds can scarcely be had.

The paper and color situations are so well known that it is not necessary to enlarge on these points. Cotton, used in the production of cloths, ducks, artificial leathers, etc., is another item seriously affected.

We are kept hunting from one point to another as producers of raw materials are unable to accept further orders or are unable to make goods. Odd lots must be picked up and suitable substitutes tested.

In addition to the material problems, is the equally important one of labor. Skilled workmen are scarce and unskilled hands cannot produce economically. All

these conditions have increased costs to alarming proportions with every evidence of further advances.

We have been inclined to bear as many of these advances as possible, as have most manufacturers, but there is a limit to all things, so that there is nothing left but to increase prices as costs become prohibitive.

In order to protect himself the dealer must advance retail prices to the consumer. This can be done, if the matter is properly explained, without the loss of business.

Yours very truly
LUCKETT LOOSE-LEAF,
Per J. S. Luckett,
President.

Regarding Conditions and Prospects

The Editor of Bookseller and Stationer,
Toronto, Ont.

Dear Sir,—You ask us to write you in regard to conditions in the stationery trade and the best way to combat the present difficulties.

The conditions are that, practically all lines of stationery and paper goods are advanced in price from 25 per cent. to 100 per cent.

When the scarcity of raw material, the enormous demand for Ocean Transportation, and the conditions of the labor market, are considered, there is little wonder that costs have increased enormously. The wonder is, not only that they have not increased even more, but also that the prices were not seriously affected months earlier than the increase occurred.

Predictions as to the future are of course, problematical, but the present outlook does not afford much hope of reductions for a long time to come.

There seems no doubt that advances were delayed longer than might have been expected, and reductions will in all likelihood be delayed in the same way.

In many lines the increase in price, in Canada, have not been as great as they have in the United States, which is another reason for the belief that prices have not yet reached the top.

From the above it can be assumed that money might be saved by placing orders before further advances take place. But there is another and better reason why a dealer should try and foresee his requirements as far as possible; the reason being, that deliveries are very slow at present and are likely to be so, for some time to come.

Regarding Selling Policy

When a merchant realizes that in order to replace his stock, he must pay very much larger prices than before, he should, in our opinion, immediately increase his selling prices, no matter how fortunate he may be in having a fair stock on hand.

Selling prices should be sufficiently high to cover cost of replacement, with sufficient margin to cover expense of doing business and give the dealer a reasonable profit.

A merchant may figure if he sells for $1.50 an article which cost him $1.00 he has made a profitable sale, but if, on account of market conditions he has to pay $1.60 to replace the article, he is surely losing the whole of his legitimate profit and 10c beside, so that the transaction on the whole has been most unprofitable.

In other words, the price at which goods were purchased several months ago should not be the basis upon which to figure selling prices to-day, as costs have seriously increased and what may be looked upon as additional profit, should be taken, to offset the corresponding loss which may be necessary when values decrease.

It takes courage to advance prices, but the public has been pretty well educated to it by this time, and it may be easier than it appears.

It is possible that peculiar conditions prevent doing this in every line of goods but it should be the aim of every intelligent dealer to try it and to be sure that, on the average, he accomplishes it.

In conclusion the wise dealer is one who, without the least delay, raises the selling price of all lines of goods adequately.

Yours truly,
BUNTIN, GILLIES & CO., Limited.

Reasons for Price Advances

Editor, "Bookseller and Stationer."

Dear Sir,—During the last few years there has been a steady but material advance in wages and the cost of raw materials used in the making of paper products. This loss was largely absorbed by the Manufacturing Stationers who hesitated to advance prices.

About the month of December last, however, a very marked change occurred in the situation: the mills of the United States which received their sulphite pulp largely from Scandinavian countries found themselves unable to procure their usual supplies and early this year stocks of foreign sulphite in the United States were practically exhausted. Norway, Sweden and Denmark which normally supplied the American market at the rate of 30,000 tons per month are now sending in about one-third of that quantity, with the result that American mills have had to replace the Scandinavian pulp with Canadian pulp, the production of which is entirely inadequate for any such demand.

Sulphite Pulp has therefore increased month by month until it is now more than double the price quoted on January 1st last, with a steadily rising market.

Sulphite which was sold last Fall at $40.00 to $44.00 per ton is quoted to-day at $90.00 in Canada and at $150 per ton in London, Eng.

This extraordinary increase applies to almost every item which goes into the manufacture of paper. Aniline dyes which were 40c a pound in 1914 are now $30.00 a pound; soda ash, 65c per cwt. in 1914, now $3.00, rags, $1.35 in 1914, now $5.00.

This list might be extended to almost every item that goes to the manufacture of paper.

This is of vital interest to every bokoseller and stationer because paper is the basic raw material of almost every article they handle. Up to the present the pinch has not been severely felt by the retail trade. Manufacturing stationers have been able in a measure to utilize stocks bought in advance or to work under contracts which have not yet expired, so that while prices have been advanced they at presnt do not by any means represent the enormously enhanced value of the raw material. We must therefore anticipate still further increases in the near future.

Neither mills nor manufacturing stationers are making more money than under normal conditions. We question if they are doing as well, but they must in self protection follow the market. The retail bookseller and stationer must in his own intrests increase prices in proportion, otherwise he will be doing business at a loss.

Yours faithfully,
W. J. GAGE & CO., Limited,
W. P. Gundy,
Vice-President and General Manager.

Cards, Booklets and Novelties

May 20th, 1916.

Bookseller and Stationer,
143-153 University Avenue,
Toronto.

Gentlemen:—

Replying to yours of the 18th inst., would say that the very marked advances that there are in all lines of material, and particularly in paper goods would undoubtedly make it worth the retailer's while placing orders for their requirements as much in advance as possible, and also anticipating their requirements as much as possible.

Without question the prices will go very much higher in all lines. Those dealers who have not placed their order for Xmas lines in cards, booklets and novelties would assuredly be wise to do so without delay, as the present prices cannot long be maintained.

The 2c postage has undoubtedly cut the post card trade to less than half, but the season's post cards are always in fair demand, and the requirements for these should also be anticipated.

As regards advancing prices, certainly retail prices should bear the proper proportion to the wholesale cost, and in the case of nearly all lines the prices should be advanced. In the case of picture post cards, these being sold at marked prices, such as 5 for 5c, 3 for 5c, 2 for 5c and 1 for 5c, it is pretty hard to advance the prices, and the retailer and the jobber will simply have to share the advances that the publisher has been compelled to make.

Yours very truly,
PUGH SPECIALTY CO.,
T. J. Pugh,
President.

Advice Based on Experience

"Selling prices on staple lines, which must be replaced when sold," said a man of long experience in the stationery trade to Bookseller and Stationer, "should consist of cost of replacement and sufficient margin to cover expenses of doing business and leave a fair profit to the dealer.

"The price at which goods were purchased several months ago should not be the basis upon which to figure selling prices to-day, as costs have seriously increased and what may be looked upon as additional profit should be taken to offset the corresponding loss which may be necessary when values decrease.

"It is possible that peculiar conditions prevent doing this in every line of goods, but it should be the aim of every intelligent dealer to try it and to be sure that, on the average, he accomplishes it.

"By raising your prices you may lose a few sales for a short time, but they will count for very little, as compared with the loss to be sustained by working on incorrect business principles.

"The most serious part of the present situation is not the largely increased costs, and further advances are not improbable, but the prospect of an actual shortage or famine in many lines of goods.

"A merchant can look complacently on advancing prices, they make his stock more valuable in the meantime, and they will come down again, some day, but to look forward to being unable to get what you require at any price is rather alarming.

"The present comparatively high prices, after long years of low values of manufactured goods, are not to be wondered at, being entirely justified by the conditions. The chief wonder is, why the advances were so long in coming."

As to Fountain Pens

W. E. Coutts, Canadian representative of Sanford & Bennett Co., when questioned as to the probability of price advances in fountain pens, said that he had been advised by his principals that no change of prices had as yet been decided upon, notwithstanding very great increases in the cost of raw materials. Incidentally Mr. Coutts remarked that the concern has more business in hand now than ever before in their history, with the volume increasing every week. This, together with increasing costs of production made, it seems to him that the best advice to offer the retailers at this time was that they should get in their orders for autumn delivery as early as possible.

No Advance in Steel Pens

A communication in answer to a query as to outlook in the pen trade, particularly as to prices, which has been received from the Spencerian Pen Company, indicates that this situation is not likely to disturb the trade at all, as they do not think there will be any necessity for advancing prices.

The Chalk and Crayon Situation

A. Roy MacDougall, of the A. R. MacDougall Company, who represents the Standard Crayon Company, of Danvers, Mass., in Canada, was interviewed by Bookseller and Stationer, with special reference to the situation as affecting school chalks and crayons.

Mr. MacDougall said that the factory prices of wax crayons had gone up from 15% to 20% and of course there had been corresponding increases to the trade. In the case of colored chalk crayons, the latest increase had been 100%! This was owing to the scarcity of colors. There was a danger of colored chalk crayons disappearing from the market altogether.

White chalk still stood at old prices, but it was only reasonable to anticipate early advances owing to increased cost of labor as well as ingredients.

Mr. MacDougall considered it a good idea for Bookseller and Stationer to take up the whole question of prices in this manner because it was most advisable that all dealers should fully appreciate the significance of the whole price situation and the necessity for getting advanced retail prices so as to maintain the right proportion in accordance with the added costs necessitated by conditions obtaining with jobbers and manufacturers.

Inks and Adhesives

Fred. T. Butler, manager of the Canadian factory of the S. S. Stafford Co., said that there had been an average advance of twenty per cent. in the wholesale price of inks and adhesives and he expressed the opinion that further advances would be necessitated by autumn. A good illustration of the advance in the cost of colors was the sale which he had witnessed of a quantity of aniline dye at $8 a pound, which in normal times had sold at 35c a pound.

As to typewriter carbon papers, he summed up the situation by the significant statement that the cost of production had increased one hundred per cent. One result of this had been that cheaper grades of carbon papers were to a large extent replacing the better qualities.

Increased Paper Costs

Considering increased costs in paper-making it is to be remembered that wages have increased. Many components have increased in cost from 100 to 200 per cent. and some higher. Aniline colors are particularly unobtainable. So far no suitable dye-stuff has been produced in America to

(Continued on page 46)

Editorial Chronicle and Comment

IN the case of nearly every item of stationery merchandise, the cost of production has advanced greatly. Elsewhere in this issue some reasons for such advances are set forth, coming from authoritative sources. Dealers should take advantage of every good occasion to impress upon the public that they should be prepared to pay 50 per cent. extra or even more for their requirements in stationery.

There have been articles in recent issues dealing particularly with different classes of manufactured stationery. These and such information as contained in the communications and interviews appearing in this issue of BOOKSELLER AND STATIONER, in which manufacturers give specific information on this subject, are eminently suitable for publication in the newspapers. Editors would, no doubt, be glad to use such articles were they brought to their attention and this should be done by the retail stationers in their respective towns.

Every merchant knows how unreasonable many people are when increased prices are asked for goods which they have bought at a certain figure for perhaps a score of years, and consequently the idea suggested should be acted upon so as to educate the consumer to accustom himself to the new order of things.

If this object is not accomplished in some manner or other, there is a danger that retailers will absorb extra costs and do with a much smaller margin than is reasonable.

BOOKSELLER AND STATIONER wishes to sound a note of warning in this connection, because the result of such a course of action on the part of the retailers, cannot fail to be disastrous. Success in business depends upon adequate profits and many merchants have still to come to a full appreciation of the extent of the actual cost of doing business.

Any retailer who is still in the habit of associating costs and profits on the invoice price of goods in relation to the price at which he sells them, should get out of that frame of mind. He should investigate and determine his cost of doing business. This, of course, will vary, with different merchants, but 20 per cent. may be quoted as probably the average. Therefore, Mr. Average Dealer, should, when considering the cost of an article invoiced at one dollar fix that cost in his mind as $1.00 PLUS 20 PER CENT. OF THE RETAIL PRICE. Then, should temptation come in the way of an offer of $1.25 for that article from a customer who makes it a practice to beat down prices, saying that he will buy it at $1.25 or not at all, the dealer will realize that he will be money in pocket by foregoing that sale instead of accepting the $1.25 and reposing in a fool's paradise, mentally assuring himself that, anyway, he made 25c profit.

A far better way would be to demonstrate to that customer that the article in question, assuming the retail price to be $1.50, actually cost him $1.30.

This illustration will be sufficient to convince any merchant of the necessity for passing on increases in his costs to the consumer, otherwise there will be a danger of lessened profits entirely wiping out that margin between the ACTUAL cost of goods and the retail prices which they bring.

WHY TRADE-MARKED PRODUCTS?

TRADE-MARKED or branded articles are of great value to both the producers and consumers of goods of all kinds. They are likewise profitable for the distributor to handle. Why? Because trade-marked articles greatly stimulate the manufacturer constantly to increase the quality. And upon quality depends consumption.

A manufacturer who discovers methods of making his goods better than his competitor, needs some way of having those goods identified. If he puts better material into a papeterie and makes it more attractive otherwise, he should not lose those advantages. When people get to know these qualities, they will associate them with the trade-mark of the firm.

In the United States, there is now before the Congress a bill, the purpose of which is to enable manufacturers to fix the resale prices of trade-marked articles. Such a measure would eliminate cut-throat competition on the part of mail order houses, in trade-marked goods.

ELIMINATING BANKRUPTCY EVILS

IT was pointed out at the recent convention of retailers at Regina that merchants have not yet developed foresight enough to prevent bankruptcy overtaking some of their fellow traders.

One evil resulting therefrom consists in throwing

bankrupt stocks on the market. These are often sold at greatly reduced prices. They enter into competition with the man who has up to that time escaped bankruptcy. His trade is reduced. He often wonders if he will escape the same fate of his bankrupt sidekicker.

Some merchants in the West are of the opinion the Retail Trust Company will do much to blot out the evil of bankrupt stocks. Trust companies have given the assurance that if they secure a bankrupt stock the merchants in that town will be given the option of buying the stock at the highest bid made at the assignees' sale.

If merchants do not want to load up with this superfluous stock the evil will still remain. If one merchant gets all the stock, would it not be logical for him to sell them at bankrupt prices?

DIRECTOR OF RECRUITING NEEDED

THE recruiting question continues to be a serious one to many industrial establishments. Many men whose services are of the greatest value to Canada and the Empire are volunteering from a sense of duty for service overseas, while thousands of untrained young men, who could be spared, are not responding to the calls of the recruiting agents.

Condemnation of the Ministers of Labor and Militia is not confined to Eastern Canada for not getting together on the question, but we are hearing it from the West. The Regina *Leader,* in quoting from an article in The Financial Post, published by the MacLean Publishing Company, says:

> "The whole country is becoming aroused over the question of recruiting, and with particular reference to the absence of any leadership from Ottawa, and the failure of the Militia authorities to provide any system. People are only now beginning to awaken to the danger to the country if the haphazard, happy-go-lucky way of enlisting men is to continue. The demand for a national registration of the manhood of the Dominion is increasing, while talk of conscription is heard from many places."

What is needed is a Director-General of Recruiting, a good executive officer, who will adopt a methodical, business-like procedure.

EDITORIAL BRIEFS

CONVERSATION is a vehicle for ideas, but what rough riders some men are?

* * *

CUSTOMERS are not the only prospects. Each man is one for himself—to improve.

* * *

IF FREE from rancor, criticism may be constructive and valuable. Otherwise it is destructive and conducive to dissension.

* * *

MEN and women are but grown-up children and children are still as flattered and pleased by attention as peeved by the lack of it.

OUR DUTY TO RETURNED SOLDIERS

THE time has come for Canada to make good the promises of the hysterical days of the war. Today her sons, some of them, return to seek their strange place in a new scheme of things.

It is more than money that these men work for. It is that understanding that is born of a generous sympathy steeped in a warm imagination that can conceive of the horrors they have been subjected to and that makes large allowance for the shortcomings that they bring with them into civil life. Is it humanly possible for a man who has stood the strain of months of trench warfare to be as other men, his looks of health notwithstanding? He has scraped his dearest friends off his clothes. He has withstood the shock of charges and the tense tumult of countercharge. He has for months lived under every hellish variety of modern death, perhaps he has been gassed, the tissue of his lungs burnt out, his brain seared and certain cells closed forever, and has perhaps gone through that most awful trial that modern artillery can bring to bear on a body of men "the preparation for the infantry attack," a concentrated inferno of noise and gas and blood and death that leaves its poor victims stunned and dazed, irresolute of limb and mind. Can these men be as other men in one year or two or three? Never. Always they will bear in their mind the cicatrice of it, long after kindly memory has enabled them very largely to forget the detail. Their wounds heal. Agony leaves their eyes. They do not return to Canada until sufficient time has elapsed to allow of this much. But their sick minds with its scar of sorrow and pain undreamt of here, that has destroyed their very thought impulses and dried up the very springs of action they bring home to Canada to heal in the blessed quiet of an uneventful life which they must largely slip through unobtrusively, all joy of action, all hope of initiative hopelessly lost to them.

And it is peculiarly the task of those who remain to recognize this fact and give to them in this condition which is often so dull and so elusive in its operation as to defy recognition even by its unhappy victims, a rich forbearance that will remember what they have gone through and that will condone even though it condemns.

They have borne all that alone. Now must they too bear all this alone. As never before in the history of the world are there men who crave the helping hand in word and thought and deed. Deeds are tangible and imply the securing of positions, the gift of goods and money. But more important is the Christ-like tolerance for the man who lacks and the inspiring presence of an enveloping kindliness that the passage of years will not erase and that will forever remain an inspiring vein of pure gold in the metal of our national life.

WESTERN MERCHANTS FIGHT MAIL ORDER

This Competition Thoroughly Discussed at Regina Convention of Saskatchewan Retailers—Co-operative Buying Talked Of—Meet in Moose Jaw Next Year

Reported by Geo. D. Davis, of Editorial Staff of MacLean Publishing Co.

ON this, the third anniversary of the meeting at which the retail merchants of Saskatchewan organized, the convention was again held in Regina; and, as in 1913, more than 400 retailers from the North and South of the Province gathered to discuss the many problems of importance to them.

Perhaps the chief amongst these problems is that of the invasion of the mail-order house, and during the convention a great deal of attention was devoted to this question.

An exceedingly good idea of what this Saskatchewan association has accomplished in the three years it has been in existence is given in the address of the President, Mr. George A. Mayee of Maybee-Kennedy, Ltd., Moose Jaw. Mr. Maybee was just completing his second term as president of the live association, and was in a position both to review the work done and to utter a warning against certain dangers which, he felt, threaten the highest usefulness of the Association.



Victoria Square, Regina, Sask., city in which convention of Saskatchewan Retail Merchants' Association was held.

In the course of his address, which he termed a heart-to-heart talk with his fellow members,—and Mr. Maybee is a wizard at such heart-to-heart talks—he said:

While I say we are laboring under a terrible gloom, we have in this country a great deal to be thankful for, for what kind Providence has given to us in the past twelve months. We have been blessed by the greatest harvest our country has ever known, and prosperity is fast becoming within the reach of every retail merchant in the Province of Saskatchewan. And times are very much different commercially than they were a year ago, due to bank reserves having accumulated, trade and commerce developed, and we are enjoying, at the present time a commercial condition far superior to the one in which we were in twelve months ago to-day. So at this convention this afternoon we have a great deal to be thankful for indeed.

We owe a great deal to the present Government of the Province of Saskatchewan for taking upon itself the responsibility of wiping from this province, and I believe for all time to come, the liquor traffic as it was being conducted by the bar room system of the Province of Saskatchewan. I don't know of any commercial institution that received as much direct benefit from the eliminating of this wholesale waste of money as the retail merchants of the Province of Saskatchewan. We are told, and quite rightly told, that this manner was brought about by the people. I heartily agree with every man, that there never was a piece of legislation worthy of the name of legislation in any Province but was placed there by the hands of the people themselves. I refer to majority rule, and I will be glad, Mr. Chairman, and the time is not far off, and resolutions of that kind are very acceptable to this convention, when the present dispensary system as operated by our Government to-day shall be wiped out absolutely. I want to be fair in my comments. I want to give honor to whom honor is due. I compliment the Government very highly indeed for wiping out the bar rooms in Saskatchewan, but upon my standing as a man, I hereby condemn and abhor the dispensary system as it is being conducted at the present time. It grieves me, it hurts me from both sides and within, to see our people, our retail merchants, taxed to the limit by levies for one kind and another, in order that our boys in khaki may be fully and properly equipped for the task that is before them, and to see an institution pouring that accursed liquid of fire into our boys in khaki freely and fully in wholesale quantities. I will ask this convention in the first place to consider if it is not within our rights that we should ask this Government of the Province of Saskatchewan if it is not an opportune time to wipe out this dispensary system absolutely and altogether. It certainly must be time when they shall cease to hand out in any shape or form to the soldiers of the King the free will offerings of the boozeoriums.

This Dominion Board situation, I might say, is not all that it should be. I am going to talk plainly to you when I say it is not satisfactory to us at all, because we are called upon to pay into the treasury of this Association a per capita tax, while we as an Association in Western Canada cannot figure anything that we are receiving of any importance to us in the world, and we promised you last year that we would not invest a dollar of your money in anything, without your consent, where we could not show you that we would receive some direct benefit in return.

The requirements of the East are not fitted to the requirements of the West. Business is conducted in the East very differently from the West. Their system of business is not applicable to ours, and ours is not applicable to theirs. So you will be asked at this convention to consider the advisability of organizing a Western Branch of the Dominion Board, taking in the four Western Provinces, owned, controlled, manned and managed by ourselves. This will not interfere in any way with our strength as a Dominion Board. It will add to our strength, because if it is necessary to go to the fathers at Ottawa to receive anything by way of legislation, the Eastern and Western Boards could unite on the same, but there are sometimes many things crop up that are required in some of the Provincial Parliaments of Western Canada, that we need the united support of every member of the whole Western Branch, to put them through. You can see the sense of that, I am sure. If a certain matter comes up in a certain Province, and it is necessary and fair and useful, it is our duty as a Western Board to assist that Province with all the power that is in us, to put that legislation through, because it has a doublefold effect, if it is defeated in the four provinces. If it is carried in the one province, it goes a long way to carry it in the other provinces, but the greatest duty we have to perform as retail merchants in this Province is not so much to seek legislation as it is to prevent legislation that is detrimental to our rights, so the idea of the Western Board is just as much to prevent legislation as it is to seek legislation.

We have had in this Province the last year one of the wickedest things I ever heard told in my lifetime by way of proposed legislation, and that was when the Credit Men's Association went to Regina and tried to have a measure passed by the Government that all assignees of every nature, by Act of Parliament, should be turned over to the Credit Men's Association of the Province of Saskatchewan. We went to Regina when that possibility came up and we blocked it, and we stopped it. Of course they heard that we had in mind the idea of forming our own retail trust company, and with this idea in view they tried to slip across this legislation. You will be glad to know, gentlemen, how this thing turned out. This proposition of theirs failed and the Retail Merchants' Trust Company is to-day on the Statutory Board of the Province of Saskatchewan.

We have not yet developed far enough to have foresight enough to prevent some of the merchants becoming bankrupt. I believe the idea of th Retail Trust Company will go a long way to eliminate that evil, but if bankrupt stocks are to be put on the market, we have been assured this much from the different trust companies, and that is, when a bankrupt stock is in your town, that we have the option of purchasing the stock in this manner:

After the assignees receive the highest bid they can get, they have agreed to give the merchants of that town the option of buying the stock at that price.

Your small debt court, we were successful, as you will re-

member, in having legislation passed, whereby all sums up to $50.00 may be collected, before your police magistrate, and a judgment granted thereon without cost to you. This has been raised to $100.00. With this additional that any amount over and above $50 when judgment has been signed, if there is no other way of collecting it, it may be registered against the land.

How can we improve our buying powers?

Am I in favor of co-operative buying gentlemen? I hope you may never misunderstand me. I don't give one snap whether you agree with me or not, but I do hope the time will never come that I may be misunderstood. Co-operative buying certainly. How can we do it? Through the Merchants Consolidated, through the Canadian Supply Company. I do not know, but there is one thing that I want to make plain here, and I want it to be heard in all corners of this building, that the Retail Merchants' Association of the Province never has been, and personally I hope will never be, attached in any shape or form with any merchandising institution of any kind. If I understand the Retail Merchants' Association rightly, we are a protective institution, we have tried to harmonize merchants, we have tried to enact laws that will give equal rights to all and special privileges to none. We believe that legislation that is good for the merchant in Saskatoon is equally good for the merchant in Swift Current, and the legislation for the merchant in Grand Coulee is equally good for the merchant in Mortlach. And we are a united family, thank God, and as long as the special privilege part of it is struck out we always will be. There are three things that have broken up families, they have separated man from his wife, they have divided partnerships, they have eliminated friendships, they have busted confidence, and these three things are religion, commercialization and politics. We have eliminated everything of a political nature. You helped me kill that last year so nobly, I will never forget it.

During the Convention, Mr. Henry Detchon, general manager of the Canadian Credit Men's Association delivered an address in which he made it clear that this association aims to work hand in hand with the retailer. As he said:

"The Canadian Credit Men's Association aims to help the retailer to place his business on a sounder basis. Our chief object is to eliminate the crook from business and thus help all classes of trade. During the course of the preceedings, however, Mr. Detchon had it very closely brought to his attention that the retailers present do not see eye to eye with the Credit Men's Association on every subject. The chief grievance has been the selling of bankrupt stocks by the Credit Men's Association, but legislation has been secured which practically prevents merchants of a town suffering by reason of a bankrupt stock sale.

In the Secretary's report Mr. F. E. Raymond had something to say about the mail-order competition question and also about the question of fire insurance. Sections from his address dealing with these subjects are herewith quoted:

Mail Order Competition.

During the past year the subject of mail order competition has received a great deal of our attention. It has many times been proposed that we endeavor to have a tax levied on mail order houses for the business done outside of the municipality in which they are located,



Group photograph of members in attendance at the annual convention of the Saskatchewan Retail Merchants' Association held in Regina from May 9 to 11, taken in front of the convention hall.

or on their catalogues. Your executive has never considered that the imposition of such a tax would meet the case, for reasons that have already been explained in the columns of our magazine, "The Retailer." It is considered that the only means by which this competition can be met is to fight mail order houses with their own weapons—that is, improve our buying facilities and service to the public.

A plan has been developed by which this can be done, and which will be explained to you during the course of this convention.

Fire Insurance

As is now generally known the charter for a Retail Merchants' Mutual Fire Insurance Company was secured in August last, and this company has been writing business since the 1st of September, 1915, with fairly satisfactory results ,although there are still a great many members of the Association who have not yet placed a policy with us.

The aim of the company is to eventually give members of the Association insurance at cost, in the meanwhile accumulating a surplus in order that the lines written may be increased from time to time as the reserve fund warrants. The first annual meeting of the company is to be held at 10.20 to-morrow morning, when a complete report will be submitted. Mr. J. W. Black, a thoroughly experienced insurance man, is in charge of this department, and in addition to issuing policies he has done a great deal of good work in checking the policies of other companies to see that they are properly worded and that our members are getting the protection for which they are paying. Every member of this Association is urged to take advantage of this service, which is free for the asking.

Another section of his address—interesting as showing the assistance the Retail Merchants' Association of Saskatchewan is aiming to give its members—dealt with the question of advertising. On this subject Mr. Raymond had this to say:

A new departure in connection with our work is that of an advertising department in charge of Mr. W. R. Kell. This has been started as a result of enquiries made which go to show that a great deal of money is wasted annually in worthless advertising. Any member is entitled to free suggestion regarding his advertising campaigns, and at nominal cost.

What was perhaps the most warmly discussed question dealt with two companies which have just grown up in the West, having as their object the consolidation of buying so that the retail merchant may get prices which will enable him to successfully compete with the big mail-order houses. The Merchants Consolidated was shown to have a number of stockholders among the members of the Saskatchewan Association. The Canadian Supplies Co., which has practically grown up with the Association, and which has as its managing director Mr. J. L. S. Hutchinson, treasurer of the Saskatchewan Association, was also shown to have shareholders in the convention.

Representatives from both these companies addressed the members in session from which all but the regular members and representatives of the trade press were excluded. Then the tremendous business done by mail-order houses in the West was discussed. Mr. Hutchinson, as always, was ready with figures, and put forward these companies to enable co-operative buying as the remedy which would strengthen the hands of the retailer in fighting these big mail-order houses.

Finally it was determined that a committee composed of a representative from the Merchants' Consolidated, the Canadian Supply Co. and from the Executive of the Saskatchewan Retail Merchants' Association should consider the whole question with the object of trying to form an amalgamation of the two companies, getting them on a basis which would make it easier for merchants to take advantage of the service they claim to offer. This committee will report at the convention next year, but before that time will discuss matters with the executive.

As usual, there was a good deal of competition on the part of various Saskatchewan cities which wanted to secure the convention for 1917. After Saskatoon, Moose Jaw, Weyburn and Swift Current had extended invitations, the delegates were given a good laugh when a member arose and solemnly proposed that they should next year convene at the Willow Bunch. As he put forward the advantages of this place, which is 35 miles from the nearest railway station, the delegates laughed uproariously. Finally, it was determined that the 1917 gathering should be held in Moose Jaw.

The election of officers was then held, but before this came to a vote G. A. Maybee and W. W. Cooper, last year's president and first vice-president, advised the Association that it would be absolutely impossible for them to accept office this year. The announcement was received with very evident regret, but members realized that others should be ready to take up the heavy burden of these positions. Th election resulted as follows:

President—A. A. Evans, Outlook, Saskatchewan, General Merchant.

First Vice-President—H. B. MacPherson, Regina, Sask., Men's Wear Dealer.

Vice-President—S. W. Smith, General Merchant, Weyburn, Sask.

Secretary—F. E. Raymond, Saskatoon.

Treasurer, J. L. F. Hutchinson, Hardware Merchant, Saskatoon.

Organizers—J. F. Brayler and G. W. Anderson.

A. A. Evans, the new president, is a member of the firm of Evans & Lougheed, Outlook, Sask., and has always taken a deep interest in the work of the association. He has been a retailer for 28 years. He started in business with $317 in cash and as he says himself, has held his own ever since. Mr. Evans thanked the members for the honor conferred upon him and assured them that his best efforts would be used to further the interests of the association. Mr. Evans eulogized the work of the retiring president, Mr. Maybee, and referred to the splendid progress which had been made during the latter's term as president.

Subsequently by a unanimous vote Mr. Maybee was elected honorary president of the association.

ABOUT BOOKS AND WRITERS

"I have heard it affirmed that being done to death under car loads of the best wheat is no less painful than being buried under masses of worthless clay," says Sidney L. Nyburg, author of "The Conquest," discussing realism in literature. "Though I believe realism to be desirable in theory, I think, in practice, it must be balanced by a proper sense of selection. Novelists who push their realism to an extreme, merely succeed in suffocating their readers under a huge bulk of unarranged and endless detail. The excellent quality of the details doesn't help."

The average man will find plenty of use for Dr. E. L. Eliason's first aid manual. It is so cleverly planned and thumb-indexed, that it takes but an instant to find the right instructions for any emergency. "First Aid in Emergencies" is declared by the American Library Association's Book List, to be "clear, concise, well-arranged."

A new book issued in May entitled, "Lawn Tennis Lessons for Beginners" may be described as a concise, lucid and complete course of instruction in the first principles of tennis, prepared by one who is both an expert player and a veteran writer, J. Parmly Paret.

H. H. Powers' "The Things Men Fight For," is a consideration of the fundamental reasons which have led each of the European nations into war, and H. G. Wells's "What Is Coming," an examination of social conditions as they will exist after the war.

An English publishing house announces "Poems" by William Shanks and a book of a new poet William G. Shakespeare, its title being "Ypres and Other Poems." The same house will issue "The Amazing Philanthropists," by Susanna Day.

Bigger Business in Office Specialties

No Line of Goods Easier to Sell—Volume of Business Can Easily Be Increased—Meeting Competition of Out-of-Town Concerns

NO merchandise in the shops of the booksellers and stationers is easier to sell than the more familiar items of office supplies. Office men will frequently come into the store and on such occasions the stationer should make it a point to draw attention to recent introductions and to remind them of well-known goods which every office requires from time to time. The average office man, it will be found, will gladly spend time in looking over office specialties and the natural outcome in most cases will be sales that would not otherwise have taken place.

Think of the volume of business that goes to out-of-town stationery salesmen from the offices of manufacturing firms and other offices in the larger towns. Western Ontario, for instance, is a great stamping ground for specialty men from Toronto, representing firms who are really not in as good a position to quote close prices and give prompt service, as the local dealers.

One of the trump cards of the traveling office specialty salesmen is the magic word "wholesale," the impression is left that they are representatives of wholesale stationery houses. What a surprise some of their customers would have if they could see the "wholesale" house in the form of a hall bedroom in a Toronto boarding house. That is no exaggeration in the case of some salesmen who have done good business in the smaller cities and larger towns of this province, but of course, some of the Toronto firms are quite extensive, in fact their enterprise in thus making the whole province a contributory territory for building up trade does them credit and serves to prove how backward the local dealers are in going after business instead of always waiting for business to come to their doors. There is a wider market open to every retail stationer and if he neglects it he has only himself to blame if the orders are corralled by concerns sending out salesmen from larger centres.

Strengthen the Department

There are a few merchants who are now devoting their entire attention to the stationery and office specialty business letting other lines usually found in stationery stores go by the board. Even if the store is maintained as a "stand-pat" book and stationery store, embracing the various lines which have come to be identified with such a business in this country, the dealer should eliminate fads as much as possible and strengthen the mainstays of his business, one of the chief branches being the office supply trade.

Aggressive publicity should direct the attention of the whole community to the office supply department and the latter should be maintained on a sufficiently complete scale to make it impressive. If that is done, it will become a Mecca for office men, but the live dealer will not rest at that. He or his outside salesman, will make periodical calls at the different offices selling goods to the office man right in his office.

A CHANGE AT PORT ARTHUR

The partnership between A. J. Marin and Oswald McKenzie of the firm of Marin & McKenzie, booksellers and stationers, Port Arthur, Ont., has been dissolved, the business being taken over by Mr. McKenzie.

TRADE ENQUIRIES

A North Sydney firm enquires where store fixtures can be obtained.

Walker Bin and Store Fixture Co., Berlin, Ont.

* * *

A book traveler told of repeated enquiries for address of a maker of automobile flag holders.

Robert Harvie, 605 Yonge St., Toronto.

T. OWEN JACOBSEN, M.P.

In a recent by-election in England, T. Owen Jacobsen was returned as the coalition candidate in Hyde. Mr. Jacobsen is head of the firm of Jacobsen, Welch & Co., proprietors of Newton Mill at Hyde and also established in London.

W. J. Ward was the successful tenderer for the contract for the supply of stationery for the separate schools of Hamilton, Ont., for summer delivery. The contract amounted to $1,992.40.

Cranbrook, B. C., May 16th.—The building occupied by the Cranbrook Co-operative stores and the Cranbrook Book Co., was gutted by fire early this morning, the extent of the damage being estimated at $35,000, mostly covered by insurance.

PLAYING CARDS IN COURT

Mr. Justice Middleton granted an injunction, in Chancery, at Osgoode Hall, Toronto, to the United States Playing Card Co., against A. O. Hurst, involving the use of the term "Bicycle" in connection with playing cards.

Damages were awarded to the extent of $250. It was brought out in the evidence that the plaintiff company had spent $150,000 in one year in advertising two designs.

The defence claimed the right to the use of the word "Bicycle" as the name of certain series in the Goodall line, and the case is to be taken to the Appellate Court.

TOY TRADE NEWS

There is a Returned Soldiers' Toy Factory now in operation at Winnipeg, Man., and an exhibition of toys made there, opened on May 12, the demonstration including Miniature Dreadnoughts, paper flowers, dolls, cradles and basket work.

The womens' Canadian Club of St. John, N.B., have been doing excellent work in encouraging the work of toy-making in that province, and have demonstrated that toys, formerly bought from Germany and Austria, can be successfully made in the homes of the New Brunswick people. An exhibition will be held in St. John some time in the early summer, when a collection of toys made in New Brunswick homes will be exhibited. This exhibit will also show samples of work done at the Soldiers' Convalescent Homes in St. John.

Building Sales of Pictures and Picture Frames

Some Good Suggestions Brought Out in an Able Article by an Ontario Dealer.

IN a series of articles on "How to Increase Sales," contributed to "The Picture and Art Trade," by different men engaged in the picture and picture-framing trade, a particularly good article was one by W. A. Starraman, a Berlin, Ontario, dealer. Following are some extracts from his article:

What is the best method of publicity campaign? This is the vital part of the business to my mind: First in importance we place the show window. This is always working (if you do your part). It reaches people you cannot reach any other way; the stranger in the city for the day, the busy workman who does not read the advertisements, the man and woman of leisure and even the children, the future customers, can be attracted. For a small dealer the newspaper does not present the best medium. A small advertisement is lost in the large ads. and I have found that sometimes I have had to hunt for my own ad., so how can a person not looking for it be expected to find it? Blotters are a cheap but effective form of advertising. They need not be costly. A neat type set advertisement in two colors will be just as useful as an expensive colored picture blotter. In my business I have laid away three per cent. of the toal sales each week for an advertising fund.

I have found that it pays to buy cheap 16x20 colored pictures and print an advertisement on the back and give them away free. I have always had enough returned to be framed to pay the cost of the pictures. The fault with most advertisers is that they get such an expensive calendar or card that they can only afford to purchase a small quantity. These they give to a chosen few of their friends, and they do not gain much in advertising and they also offend those of their customers who do not receive one, as they feel slighted. My plan is to use cheaper advertising, but get enough to go around. For ten thousand population we used three thousand blotters—two thousand distributed carefully around the town and the balance enclosed in every parcel leaving the store. It pays to get an honest person to do your distributing. Boys are cheapest, but if there is a river running near your town it is a great temptation to the boys to drop a few (?) in to save time. I have used calendars, phone cards, scribbling pads, folders and yardsticks. In fact, anything that is a little different from the ordinary hand-bill and whenever possible something that is useful and will not be thrown away as soon as it is read. Don't spend more than you can afford, but three per cent. of the sales is not overdoing it. Get the public to think picture frames every time your name is mentioned and you are on the road to lots of work.

A tastily arranged sample board is a good advertisement and helps to sell frames. I prefer a corner showing about five or six inches to each side. On the back I have pasted a strip of paper with space for number of moulding, cost and selling price per foot, also space for rack number, then I have all standard sizes from 8x10 to 22x28 figured up with glass and back and prices marked. In this way you save a lot of figuring on each picture and always give the same price to all. It is a lot of work at first, but it is worth all it costs in the saving of time.

In the work room good tools and labor-saving machinery will help to increase efficiency, enabling you to turn out more work in the same time, thus giving more time for attending to details of the business or for looking after increasing trade. Ten years ago my outfit consisted of mitre saw, plane and a foot power saw for cutting backing, also a home-made mat cutter. The output was 1,200 frames in a year. Now my plant contains mitre saw, mitre planer, mat cutter, oval mat cutter and a cardboard chopper for cutting cardboard and corrugated paper backing which has replaced the wood backs. Last year the output of myself with a boy's help in rush seasons only was 2,890 frames. In addition to making these frames I attended to the store, took the orders, did all the work in connection with the business.

Card and Gift Novelty Show

Many Firms Represented at the Philadelphia Exposition—New Ideas in Greeting Cards —Strong Showing of Gift Novelties

Sixty-two displays formed the annual exhibition of greeting cards, calendars and gift novelties held in the Hotel Adelphi at Philadelphia, May 22-27.

There were more buyers as well than in previous years.

Many decided novelties were shown, with distinct advances evidenced in the way of really artistic humorous and novel Christmas greeting cards. "Musical Greeting Cards" won much attention and praise as did a variety of Japanese cards and calendars. Gift and novelty shop merchandise was shown in great variety impressing the visiting buyers with the great possibility for increasing trade which is afforded by this class of goods..

Card Manufacturers Meet

The National Association of Greeting Card Manufacturers of the United States was held co-incident with the exposition at Philadelphia. Important among the questions discussed was that of collections and payments for samples. It was decided that in the case of saleable samples, to the extent of one dollar or over in value, that they be charged to the dealer at 50 per cent. of the wholesale price so as to adequately protect the manufacturer. An instance of trade abuse considering samples sent out was the bold complaint made by one retailer who in asking for samples made this request: "Do not mark the sample cards as it makes them unsaleable."

The question of sending out free sample books of Personal Christmas greeting cards was also discussed, but this was left to the discretion of the different publishers.

POST CARDS COMING BACK

Charles Daly of one of the big postcard houses of the United States contributed a sensible article to "Geyer's Stationer" on the subject of the falling out of favor of the post card. He says:

"Chiefly, the cause was the retailer—the retailer who wanted to outsell his rival by lowering the prices. This made a demand upon the manufacturer for cheaper grades. It did bring the desired effect—lower prices—but the

quality was also lowered; the public lost interest to a degree and sales fell off.

In order to have met the lower prices, the manufacturer had to print millions of post cards, causing an over-production, and flooding the market. This left a heavy surplus that had to be sold regardless of cost, so no one knew the price for to-morrow.

Stores bought cheap and would not pay right prices for new goods. Right here the trade fell off; hundreds of jobbers failed and the largest part of the makers gave up producing post cards.

The surplus stock has since been used by premium and mail order firms. The results are the market is clear of old stock and there are less than ten manufacturers who sell the jobbing trade the year round. Prices of all materials and labor are going up daily, making post cards expensive in comparison with the past. In the future the post card will resume much of its lost popularity. The dealer must give this department careful attention. It cannot be run loosely. It requires careful scrutiny, in watching what sells, and buying what the public and the trade want, regarding the design, quality and reading text. The price is last. Buy small and often. If you sell 500 cards a month then buy accordingly. Do not stock up for two or more months. Get the latest cards, always change your display, and keep it looking new and neat."

* * *

A happy name chosen by a new gift novelty store at Alexander Bay, is "The Good Luck Shop."

LOCOMOTIVE POST CARDS

The Locomotive Publishing Co. has issued an interesting new locomotive post card showing a 4-6-2 type of locomotive on the Eskdale narrow-gauge railway in England. This concern issues many different locomotive sets of post cards, six to a set.

ART MASTERPIECES

The English firm of S. Hildescheimer & Co., are issuing a new series of colored reproductions of masterpieces from the Tate gallery, there being twenty-two numbers in the series. They come on brown mounts.

FRENCH GREETING CARDS

French greeting cards are specialized in by the Boston house of M. L. Bergeron & Cie., who have introduced many new cards in the way of greeting cards and folders for Christmas and other seasons.

Are you in doubt as to where to procure certain classes of stationery and kindred merchandise? Consult the Buyers' Guide department in this issue, or if further information is required, write the Service Department of Bookseller and Stationer.

* * *

Not only are there new concerns advertising for the first time to Canadian dealers in Bookseller and Stationer, but firms who have long been using the paper have new propositions set forth in their advertisements. The retailer who fails to read the advertising pages with such care as to provide against missing these important new offers, has only himself to blame if his competitor steals a march on him by reason of reading and heeding what is set forth in one trade paper month by month.



"A British Warm" is the title of this new picture just put out by Hildesheimer's.

SOME NEW MUSIC

"Progressive Studies," Grade IV, Intermediate Book 1, pianoforte music comes from Joseph Williams, Ltd., of London, together with "Progressive Studies," Grade III, higher elementary; "Half Minute Violin Studies," by W. E. Whitehouse; "Mayflowers," comprising six small pieces for young pianists; "Three Sport Pieces," for the piano, by Thomas F. Dunhill; "Six Pieces for Children," 2nd set, comprising Prelude, A Frosty Morning, Evening Song, Elevation, A Lament and Two-Part Invention; "Rosalind," and "Miranda," two Shakespeare pieces by Hubert Bath.

* * *

A War Song which has reached the 100,000 mark in point of sales, establishing a Canadian record, is the piece entitled, "We'll Never Let the Old Flag Fall," composed by A. E. MacNutt of Moncton, New Brunswick. All Canada has sung it and whistled it and continue to do so. It is also a great favorite with Military bands.

* * *

Recalling the immense success scored by Ivor Novello's great song "Till the Boys Come Home," equally well known as "Keep the Home Fires Burning" it is interesting to observe that the same composer has given us "Laddie in Khaki" and "The Home Bells are Ringing."

* * *

Two Canadian songs which are off to a good start are: "On To Victory," (Wm. Harry Foster), Arranged by Jules Brazil and "There is a Corner of the Flag for You to Hold," lyrics by Gordon Dagger, music by Jules Brazil. Both numbers express a good Canadian sentiment and the music is catchy and can be easily acquired.

The most potent factor against success is discouragement. The man who becomes discouraged has already lost half the battle of life.

Some Suggestions for the 5 to 25c. Department

Lines of Goods That Might Suitably Be Included in the Stock — Some Incidental Remarks About the Alleged Encroachment of Druggists on the Preserves of The Bookseller and Stationer, With a Point or Two as to Retaliation

THE five to twenty-five cent department would be a good place to feature household specialties of a variety not usually included in the stores of stationers. There are, of course, many items that come under the general heading of stationery merchandise such as paper specialties, including crepe paper table napkins, paper table cloths, waxed paper and many other items that will readily suggest themselves to the reader's mind, goods that have always been sold in the stationers' shops. But such articles as coat hangers, coat and hat hooks, ceiling hooks, shelf brackets, hammers, hatchets, scissors, pincers, gimlets, awls and numerous other goods of that class are seldom to be had at these stores.

Nearly all stationers sell whisks, tooth brushes, clothes brushes and hair brushes; then why not household paint brushes, sink brushes, bottle brushes, whitewash brushes, dusters and other goods of that class?

Go into any 5-10-15 cent. store, a Woolworth store, for instance, and observe particularly the immense variety of merchandise carried in stock. Observe too the effective manner in which these goods are shown. That accounts for the fact that the average wage paid to the girls in such stores is smaller than in other stores: the merchandise is so promiscuously displayed, with tickets indicating the price, that very often the girl behind the counter does not become useful to the customer until the purchase is decided upon. All that remains for the girl to do is to wrap up the goods and accept payment. It is a highly profitable business but of course must be closely watched. The managers of the syndicate stores must be alert and keen business men to hold their positions. They have to make regular reports to the head office and an inspector visits their stores regularly at comparatively short intervals. This fact is mentioned here to impress upon the stationers who may contemplate adding some such department so their stores, that it will require close supervision. But given that, it will amply repay the investment and will compare most favorably with any other specific class of merchandise sold in book and stationery stores.

Include Fishing Tackle.

Fishing tackle is a good profitable line that might well be included in such a department. Many stationers already sell at least some items of fishing tackle but frequently disciples of Isaak Walton go into these stores and come out disgusted because of the woefully inadequate assortment from which to choose. Putting the line in a five to twenty-five cent department would tend to induce the dealers to carry more complete assortments of such articles as hooks, reels, baits, flies, furnished lines, sinkers, wooden minnows, not to mention rods. The average amateur will be satisfied with a "fish-pole" costing him a quarter, but of course, for those experts who approximate in their experience and dexterity to the title of "angler," more expensive rods should be provided. It will be found that some of these enthusiasts will gladly go as high as $20 or $25 for a rod that catches their fancy, such rods would naturally be carried in the sporting goods department.

Drug Sundries

Complaints are often heard from the "old line" bookseller and stationer, that the druggists are encroaching on their preserves by selling writing paper and envelopes, pens and pencils. Many druggists, especially in the West have gone much further than that. In fact stores are in reality book and stationery stores to a greater extent than they are drug stores. As to the druggist who merely carries a box or two of paper and envelopes and affects to pooh, pooh, the stationery business, there really isn't very much reason to worry about his competition is there? The stationer can score far more tellingly on such druggists by adding to their stocks such goods as fancy soaps, talcum powder and various other toilet requisites. Here again is a line that could most advantageously be included in a five to twenty-five cent department.

Other elements entering into this whole question will be discussed next month. Meanwhile BOOKSELLER AND STATIONER would like to hear from men of the trade who have already adopted the course suggested in the foregoing, with some information as to the successes which has attended their efforts.

THE ROAD TO EASY STREET

When I was selling hooks and eyes, I never failed to advertise. My stock was small, my joint obscure, but my announcements proved a lure, and people came from distant shores, and passed by all the other stores, they gladly came to patronize the man who boomed his hooks and eyes. My ads were small, but full of zip; they gripped you, and they held their grip, there was no weary waste of words, no language thrown at passing birds. I wrote them daily in my store; they were my most important chore. Each day I gave folks something new, to keep my little joint in view, and aunts and sisters, mas and dads, were always looking for my ads. All kinds of people, counts and cooks, came here to buy my eyes and hooks, to see the man whose daily spiel lent savor to the evening meal. And now you see my fine retreat, my moderm home in "Easy Street." Thus spake to me, with balmy smile, a man who quickly made his pile; a few short years have seen him rise from that small joint of hooks and eyes, to clipping coupons at his ease, a heap of bonds upon his knees.—Walt. Mason.

ONE CLERK'S BAD BLUNDER

It is often a source of satisfaction to see the tables turned on the "Smart Alec." "Successful Selling" tells of the unfortunate experience of one of these "funny fellows" who sought to raise a laugh at the expense of a customer. He mistook this customer for a deaf and dumb woman who sometimes entered the store, so, in order to enhance his reputation as a humorist in the eyes of fellow salespeople, he went up to the customer with this greeting: "Well, what the h—— do you want to-day?" To his dismay the reply came quickly, "I want to see the boss, to tell him what a blackguard he has for a salesman." Yes, the funny fellow was fired and afterwards became a more serious-minded man.

Selling and Advertising Ideas for Stationers

Timely and Practical Suggestions That May Be Successfully Adopted to Promote Greater Business.

HOW A WOMAN MADE GOOD WITH PENS

In addition to caring for a gift, art and souvenir department in her Boston, Mass., store, Miss Isabel Ayer has worked up a wonderful business as a "doctor" of fountain pens. A recent issue of Every Week says:

"Is your fountain pen temperamental, given to morbid periods of bostinacy? Or is it one of those staid vestal pens, with a good solid character, but a certain reticence which proves trying on occasions?

"Miss Isabel Ayer will psycho-analyze your pen, and recommend just the diet, fresh-air treatment, or massage that will restore the old abandon, the old eagerness to do your wish, that will awaken the love you used to feel for it.

"One summer Miss Ayer invested a hundred dollars in pens to peddle throughout New England. But, wherever she went, she found either a conservative devotion to the fountain pens of long ago, or else a certain Puritan hesitancy in taking a strange fountain pen of unknown lineage into the house; and at the end of the summer she came out just a hundred dollars in the hole.

"But that summer with those homeless pens had taught her the deep human side of their nature. She could not abandon them until she had found them a home. She hired space in a store, where she could not only study the moods of the pens, but explain them in alluring, salesman-like tones to others.

"At the end of this second year she opened her own fountain pen shop; and now for thirteen years she has shown Boston what a fountain pen, well brought up and well taken care of, can do for anybody.

" 'I recommend a coarse pen for high school students, except when they are taking decidely technical training. I have found that the average business man uses a pen with a fine point; the society woman of fifty a long point, coarse or stub; the home-keeper, a medium; the lawyer, a coarse stub. The allopathic physician is more likely to use a stub, while the homeopath uses a fine point.'

"You never know what a literary person may use, she says. They are the hardest people in the world to fathom."

PICNIC TRADE

Considerable additional business in picnic supplies can be done if dealers will feature these lines. By keeping these goods to the front in June and July especially, with occasional window displays and reminders in the way of newspaper advertising, purchases will be suggested to prospective picnickers and sales of paper plates, paper drinking cups, paper table napkins and table cloths, waxed paper, besides picnic baseballs and other games requirements will result.

In a newspaper advertisement announcing the opening of a new book shop of S. W. Grinham, at Brockville, Ont. mention is included that the store will feature high grade stationery in correct society styles, and also samples of engravings, embossing and copper-plate printing.

SELLING MORE WHITE PENCILS

W. C. Harwood, of the advertising department of the Dixon Crucible Co., dealing with the subject of co-operation in publicity with the retail stationers, told the experience of a Boston stationer saying that they had been selling an unusual number of white pencils. He attributed this to the display of the special black and white display sign sent out to the trade by Dixon's, advertising their white pencils, especially recommending them for use on blue prints, photo albums, and photo mounts. It is well to add that white pencils are useful also for marking and getting high lights on dull finished photographs. This information is reproduced here for the value it has in the way of suggestion to Canadian stationers looking for increased sales of white pencils.

KEEPING PEOPLE INTERESTED

In order to attract additional attention to retail advertising in the newspapers it has been found effective by some retailers to deliberately have typographical errors, such as mispelled words, from time to time, offering prizes to the person first pointing out such error. The winners' names published the following day creates still further interest and the whole idea helps to bring people into the store.

WILL THE SLATE COME BACK?

Will the slate come back? There seems to be a possibility of it in the United States at all events. An item in the Pulp and Paper Magazine states that obsolete and unsanitary slates may be brought back into use in the schools of the United States on account of the paper shortage. Prices are constantly ascending, and to-day the common five-cent pads contain little more than half the sheets they did before the war, which is responsible for so many other shortages of material and increases in prices. The chief reason it was banished was because of its uncleanliness. In the case of little girls, observes a contemporary, with their well-starched pinafroes and neat pigtails, there was not much to complain of, for they carried small bottles of soap and water, with little sponges or rags, and so wiped the slate clean. With the juvenile representatives of the inferior sex it was quite different. The palm of the hand moistened with the tongue served the purpose, and a finish polish could then be imparted with the coat sleeve. Those were the careless days! Only doctors who had been finished off in European universities or who had walked the hospitals there, knew that there were such animals as microbes. And few believed them when they said so. The knowledge spread, however, and the slate had to retreat before the scribbling book and the paper pad. If it recovers some of its lost ground for the time being, it surely will not be used as carelessly as in its heyday. And banishment will come again when conditions in the world are once more restored to normal.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 17—SILHOUETTES

THERE are many styles of cardwriting, which, when done properly, are equally as effective in bringing good business, but the cardwriter should not be content with this; he should be ever alert for new ideas in order that he may secure decided changes in his show-card effects so that his style will not become tiresome to the public.

A good change not only gives added interest to the customer but it keeps the work from becoming monotonous to the cardwriter himself.

In this month's lesson I am endeavoring to give as concisely as possible an entirely new phase of the cardwriting art so far as this series is concerned. This method is the making of attractive show cards by means of silhouettes for the decorative part of the card.

Silhouette drawing is an old art, in fact one of the oldest styles of hand-drawing, but of recent years it has been used more extensively for advertising purposes; but the show card has not received as much of this style of illustration as it should. The silhouette when properly and skilfully applied to the card is attractive and adds life.

The proper meaning of a silhouette is an outline drawing with the interior filled in solid black. Many drawings, however, in order to bring out certain effects show interior lines. This form does not require any drawing ability whatever.

The best system for making these is as follows:

You must first obtain the proper illustrations from magazines, newspapers, trade journals, or from any book or paper which has illustrations which are up-to-date. It is advisable to watch for these from time to time so that you will have them on "tap" when required.

In selecting a drawing for silhouette the outline is the main thing to go by. After the drawing is completed there must be life in it, and it must show clearly what it is supposed to illustrate. If the figure of a human being is being selected, it is best to have a profile face, but sometimes even this is not necessary if the rest of the outline is good. You must learn to judge for yourself. There is no set rule to follow.

Transferring Silhouette on to Card

There are two methods in which to transfer the drawing from the printed paper to the show card. The easiest is to blacken the entire figure in with either show-card black or waterproof ink, then cut out neatly with a small pair of scissors and paste on the desired spot. This is the quickest way, but if you want the silhouette to be drawn right on the card itself then follow the method as illustrated in Fig. 1. Make a tracing of the outline on transparent tissue paper. Then place carbon paper under the tissue over the desired spot on the show card, and retrace the outline. This being done you have the outline drawing on the card and all that is left to be done is to blacken in the interior. It is quite simple and can be done in a very few minutes. Care must be taken not to lose any of the detail, more particularly about the face.

The silhouette drawing should only be used on a white card with nothing but black used for lettering. No form of bright colors or shading is in keeping with the silhouette.

THE CHART

No. 1 shows a silhouette produced from a half tone figure of a woman in an afternoon dress. The outline of this is excellent as the imagination can fill in the detail from it. A drawing after this nature should be placed on the left side of the card.

Suitable wording to go with this illustration: "Our latest style frocks show foreign style tendencies."

No. 2 shows a silhouette of a swallow flying. This is often used for placing on the card along with other drawings to lend variety.

No. 3.—You will not get many opportunities to use this form of illustration. A novelty card would be the best way to work up a show card from.

Suitable wording: "Our children's hosiery has that 'nine lives' propensity.' "

No. 4.—The figure of a man's head makes an excellent illustration in silhouette when it is in profile. This can be secured from full size figure. Make sure that the style of the hat is of the latest shape.

Wording suggestion for a hat card: "London and New York hat styles—well known brands."

No. 5.—The figure of a parrot makes a good novelty card and can be used in any store with wording that is suitable for any kind of merchandise.

Here are two suggested wordings: "Come in and talk it over with us." "Our values talk for themselves."

No. 6.—This figure provides an excellent outline for a silhouette drawing. One glance shows you the very style and cut of the dress and hat worn. This was taken from a monthly fashion book.

Wording suggestion: "We are small girl outfitters."

No. 7.—Here is another man's head silhouette. This is best used for a collar show card. In fact the collar shown here is one of the latest styles, widely advertised by a prominent maker. This was taken from a daily paper.

Wording for card: "Let your neck be free and easy

in our latest style collars."

No. 8 shows a specially good illustration taken from a magazine advertisement and transferred into a silhouette. It can be used on grocery show cards with good effect.

Here are some show card wording suggestions: "Good cooks say our groceries are always reliable and up to a high standard. Give us your weekly order."

"While doing your daily cooking don't forget that we have everything that good cooks require."

This drawing could also be used by a hardware merchant to advertise cooking utensils.

No. 9.—The hand makes an excellent and easily-made silhouette for show-card use. If a couple of sizes of these are kept on hand to be used as patterns the drawings can be made very rapidly.

No. 10 shows late style frocks and could be used on a show-card for a window display of dresses, of similar lines. This should be used on the left side of a card.

No. 11. — If the hardwareman carries electrical fixtures here is an idea for a silhouette show card illustration. It is a daily paper illustration.



Chart 16.

Suggested wording: "Our electric fixture department is showing many new styles in table lamps."

No. 12.—The boot and shoe section has many opportunities to get the proper illustrations for this form of show-card work as nearly all of their illustrations have the right outlines for this work. Make sure to get the latest styles in footwear.

No. 13.—A very dainty illustration for children's headwear taken from a daily paper. The daily papers are full of just such illustrations.

Showcard wording: "We are featuring dainty Panamas for the little folk. Priced from $2.25 and upwards."

No. 14.—If you are a handler of pipes, this will show what good silhouettes can be made from a catalogue illustration.



Showing process of making silhouettes.

No 15.—A silhouette cut as it was taken from a cut catalogue. This pose is called the "Speaker," and can be used on a show card with general wording: "Let us show you that we are giving bigger and better values than ever."

No. 16.—A drawing of a cod fish. If you are a grocer with a fish department, a fish illustration in silhouette makes an attractive show card.

Wording suggestion: "Fish in large variety from fresh and salt water."

No. 17.—This drawing was taken from a picture of a hunt scene. It can be used on cards to advertise different kinds of merchandise.

Wordings: "After that invigorating gallop our excellent line of groceries will appease your ravenous appetite. Order a supply to-day." "We are outfitters to men who participate in the chase."

No. 18.—The ball player illustration is a good one for advertising sporting goods. Cuts like this can be secured from sporting sections of the daily papers.

No. 19.—The fly illustration can be used by the grocer to advertise fly paper and poisons. This was taken from a Canadian Grocer advertisement.

Wording suggestion: "Swat the fly. Arm your home against the fly nuisance."

No. 20.—An illustration of a man wearing a spring and fall overcoat. This was obtained from a daily paper and is excellent for card purposes.

No. 21.—A drawing that is full of action. From its outline you can see how eager the dog is. It makes a good illustration for a dog biscuit card.

No. 22.—The merchant who stocks bicycles will find many illustrations in catalogues which will make up into splendid show cards.

Wording suggestion: "We carry one of the best makes of bicycles our country produces."

No. 23.—A very dainty illustration which can be used for afternoon or evening gowns.

A suggestion for show card wording: "Here you have daintiness and latest style combined, with good wearing qualities."

No. 24.—The bathing suit girl shows excellent lines for silhouette work. This looks well when used in a display of these garments.

Nos. 25 and 26.—Cuts like these which are found in catalogues make good show card illustrations for the hardwareman.

No. 27.—This is a fine illustration for a grocery card in a cereal display.

Wording suggestion: "Our splendidly flavored cereals make the children hurry down to breakfast."

No. 28.—You will have little trouble in obtaining a suitable automobile illustration for silhouette work. The papers and magazines are full of them.

Card wordings: "We are showing many new ideas in motoring garments."

"The auto part is not complete unless the hampers are filled with our cooked meats, canned goods and confections."

No. 29.—Here is a drawing of a diving girl. This makes an attractive illustration when used on a card in a bathing suit window.

No. 30.—Here is a silhouette made from an ornamental floral design. This makes a very attractive card and can be used in any kind of merchandise display.

No. 31.—This is a striking cravat illustration. Note that this face does not show profile but enough of the chin and cheek bone is showing to give it the proper life.

No. 32.—Can be used for several different purposes. Here are some show card suggestions:

"You may knit for the soldiers while our fireless cookers do your work."

"We are headquarters for wool for soldiers' socks."

No. 33.—A little floral spray that can be used as an end piece for any show card.

No. 34.—A girl waving a handkerchief, evidently saying good-bye to friends.

No. 35.—A basket of flowers for any class of show card.

You must bear in mind that you may not be able to secure these same drawings to make silhouettes from. This is just to give you an idea of what can be made from illustrations you see every day.

H. B. Picken, the Montreal bookseller enjoys the unique distinction of having had a poem dedicated to him, said poem having been written by W. D. Lighthall, the Montreal antequarian. It is included in the Oxford Book of Verse.

* * *

C. J. Musson, president of The Musson Book Co., Toronto, was a Montreal visitor during the early part of the month.

* * *

The Foster Brown book store of Montreal, contemplates moving from their present stand to one further up St. Catherine street, near Peel St., where they have secured a lease.

The jobber is little more than a mere distributor. In the economics of trade he is a necessity. Manufacturers have discovered that with his aid, they can cater to the retail trade, not only better, but cheaper. Jobbing is not therefore a profit-absorbing incubus, but a necessary institution, founded on economy considerations, and a benefit alike to the manufacturer and retailer.

The Sale of Toilet Goods

Trade Goes to the Retailers Who Are Most Aggressive in Developing It.

Some book and stationery merchants are in the habit of crying-out against the depredations of other merchants in encroaching on their mercantile field, but in some cases the criticism is entirely lacking in point. Take for instance the field of toilet goods, these constitute legitimate merchandise for stores of different classes, and success will go to the most enterprising and most efficient stores.

Read this illuminating paragraph from the last issue of "The Dry Goods Review":

"Many dry goods stores that are handling toilet goods are making of them conspicuous successes. A sales manager of a well-known house after receiving reports from a medium-sized city in Canada figured it out that one dry goods store had exceeded the orders of all the drug stores in the place.

"It is becoming a common experience that when a dry goods store takes up a certain line and decides to back it up by all the energy that is used in their staple lines, that it is not long until they assume a leading position in the community in sales of this article. Not only do they do a general, medium price trade, but they are able to cater to and win the support of the highest class of buyers.

"This is true not only in toilet goods, but in toys and frequently in jewelry. The stores that are featuring toilet goods, all kinds of perfumes, lotions, powders, soaps, etc, and making a success of it, are not only giving these goods a prominent location and display, but are using newspaper space. Some pick out a certain day of the week, often Friday, and devote a generous section of their regular ad. Others work this every other week.

"Nearly all successful departments use window displays also, for there is no better reminder to a woman that the store carries her toilet needs than a showing of the goods in the window. The department, fairly handled, is an excellent and natural addition to the usual dry goods lines."

NEW TOYS ON THE MARKET

The "Think-o-board" is a new educator toy which has distinct value, both as a toy and also because with its aid a child can build up any word, sentence or problems in arithmetic. The letters, words and figures are on movable slides of wood, and when built, the sentence appears across the board.

* * *

The "Big Bang," a new toy cannon—comes in two models, field and defence, and in two sizes, 16 and 23 inches, absolutely harmless and safe—no matches, no powder, no danger.

"ALLY-BEARS"

Harwin & Co., London, Eng., manufacturers of toys, have put out a fascinating series which they call the Ally-Bears. They are similar in construction to the familiar Teddy Bears but are attired in various military uniforms representing the several allied nations engaged in the present war.

The sharp tongue is a weapon that is always loaded, and is often more dangerous to the owner than to the target.

Putting a Retail Book Business Back on its Feet

Day of the Pessimist is Past—Make Way for The Bound-to-Succeed Bookseller — Some Special Attention Paid to the Opportunities Afforded by Co-operation With the "Movies"

MAKING the moving picture shows help to create more book sales, is the gist of the discussion which I wish to pursue in this paper, essay, or article, whichever you may prefer to call it. In fact it doesn't so much matter in what category you classify this "effort," but I am most anxious that you, as a bookseller should get the meat of it. I think I am safe in saying at the outset, that the reading of what I shall have to say here, will repay you well if you will act upon the suggestions to be offered. Some of the ideas are based on tried and proved methods and others are yet to be the subjects of experiments.

In the first place, let it be assumed that "reprint novels" and special "movie novels," in similar popular priced editions, together with old favorites in standard novels, are the basis for effort in bookselling in co-operation with and taking advantage of interest created by moving pictures. Thus, the business is entirely distinct from that branch of bookselling concerned with new fiction.

There are those who decry the reprint novels as injurious to the retail book trade. I do not agree with these critics. I believe that the reprint novels have come as a boon and a blessing to a trade that was suffering from dry rot up to the time of the coming of the reprints. I recall one business with which I was familiar, in a town of about ten thousand people. There were three "bookstores" in the town but had it been upon the book business alone that they depended, the trade done by the three establishments taken together would not have been sufficient to keep one of the stores going on a profitable basis. The fact is that the book business, except for cheap paper editions and school text books, which constitute the white elephant of the retail book trade, was a dead issue in ten out of the twelve months. November saw the beginning of the Christmas book trade and in November and December there were sold, ten times as many novels and books of a general nature suitable as gifts, than in the other ten months put together.

When the Reprints Came

But the coming of the reprint novels changed that. Fine looking, substantially bound books put in an appearance, with attractive jackets like those coming on the regulation $1.25 novels. They looked like the dollar and a quarter kind and to all intents and purposes, they were, but for the fact that, being reprints, they came about two years later than the original editions at the higher price.

The bookseller whom I have in mind, took up the sale of these books in the most enthusiastic manner. At first he bought them in small quantities so, in order to show a reasonable profit, he fixed his retail price at 59c rather than half a dollar. He would show these books in a most attractive manner in his window, with big price tickets drawing attention to them, the same practice being adopted in displaying them on the book tables inside the store. In addition to that he used what, in newspaper parlance, are known as "local readers." These, in the two daily papers, brought the more important titles to the attention of the newspaer readers. As a consequence that book business began to thrive. Orders were increased to the 500 quantity, getting a price that would have made the business profitable by selling them at half a dollar instead of fifty-nine cents, but the latter had proved a winning price and he stuck to it for quite a long time. But he did subsequently drop to fifty cents, owing to competition which forced him to do so.

He was able to pick up some jobs from publishers in left-over novels, getting prices that enabled him in some cases to more than double his money in selling them at 50c each. He never bought these in any large number of copies of one title and consequently he didn't get "stuck."

The English Reprints

Then came the cheaper English reprints and he took up their sale with similar enthusiasm and instead of injuring his book business, they made it better still. Like the half-dollar reprints they became steady selling "bread and butter" lines and from a business that had been practically dormant during the greater part of the year, this merchant succeeded in building up a successful year-round book business.

The Advent of the Movies

The moving picture theatres, two of them, were doing a thriving business in that town before my friend the bookseller awoke to the possibility of making them an agency for still further boosting his book business. When the light did finally break in on him, it was good to see the vim he put into fructifying the idea.

There was plenty of help forthcoming in the way of co-operation on the part of the publishers of the reprint books and he took advantage of these to the full. The man had a veritable gift in his talent for being able to get up interesting newspaper advertisements and the new element of interest afforded by the relationship between stories picturized in the movies and the same stories in book form which he had to sell, gave still wider scope to his creative genius in the form of effective publicity. His book advertising, running the whole gamut of newspaper display advertisements, "readers," lantern slides in the theatres themselves, window displays, illustrated circulars, post cards, letters and original "stunts," became the talk of the town and his enthusiasm just naturally spread so that the money he invested in publicity came back in business that made his turn-over go up in a wonderful manner, benefiting not only his reprint business but his whole book trade. His store again became a BOOKSTORE in reality as well as in name. It was no longer a misnomer, as the town "bookstore" still is in the case of so many shops about the country, which could and should be rehabilitated in a similar manner.

How About You?

Now let us get down to brass tacks. You, Mr. Bookseller, who have been reading these memoirs of a successful bookselling experience. Have you a similarly successful career to fall back on. If so I would urge you to accept the invitation that has so often been accorded by this paper to give them to the light of day through publication in the book trade paper so that the other booksellers and stationers of Canada may benefit and be inspired to emulate your example, thus making "Bookseller and Sta-

tioner'' a store-house for recording trade experiences that would prove of untold value to you and every other bookseller in the country.

Or are you one of the all too numerous booksellers who still adopt the attitude that the book trade so far as profitable trading is concerned is a thing of the past? If you are I say to you ''wake up!'' Sit up and look about you. Look at what booksellers in other towns are doing. Read the advertisements and the circular matter put out by book publishing houses. Question the book traveler and take up this whole question by correspondence with the publishers or jobbers from whom you buy your books. Get them to suggest one of the special window display equipments that are available. Do the thing up right. Buy sufficient of one top-notch seller among the most popular books and feature it so strongly as to make a real noise in your community. When the ''movie'' shows a particularly popular story on the screens see to it that you have a supply of the same story in book form and play it up in your windows, by advertising and by personal introduction for all it is worth.

Why not try to make some exchange deal with the manager of the theatre by which you can advertise coming attraction at his theatre and in return have your advertisements thrown on the screen between reels?

Or you might make a deal whereby a certain number of tickets of admission to the theatre could be given to purchasers of books or other merchandise at your store.

Look into this whole question. If you do you will find that you just can't help going deeper into it. Then you will act and your actions will lead to further efforts and soon you will be numbered among the growing company of Canadian booksellers who are making a success of the most interesting of all branches of retail business.

Monthly Record of New Books

Published by Firms Established in Canada

WM. BRIGGS

Fiction

Bars of Iron, Ethel M. Dell, cloth, $1.35; Come Out of the Kitchen, cloth, $1.25; Mary Rose of Mifflin, second edition, Sterrett, cloth, $1.25.

Non-Fiction

The Empire Partnership, Hurd, cloth, $1.50; My Secret Service, Anonymous, cloth, 75c net; Mons to Ypres, Coleman, cloth, $1.50.

CASSELL & CO.

Fiction

Because of Misella, A. W. Marchmont, cloth, $1.25; The Half of His Kingdom, Lady Troubridge, cloth, $1.25; Green Orchard, Andrew Soutar, cloth, $1.25.

Non-Fiction

Life of Lord Roberts, Biography, Sir George Forrest, C. E. J., cloth, $1.00; The Austrian Court From Within, Memoirs, Princess Catherine Radziwill, cloth, $2.25 net; Alfred Russell Wallace, Letters and Reminiscences, Biography, James Marchant, 2 vols., cloth, $7.50 net a set.

THE COPP, CLARK CO.

Fiction

Those Gillespies, William J. Hopkins, cloth, $1.35; Cappy Dicks, Peter B. Kyne, cloth, $1.35; The Real Motive, Dorothy Canfield, cloth, $1.35; Go Forth and Find, Edward S. Moffat, cloth, $1.25; I Spy, Natalie Lincoln, cloth, $1.25; The Fall of a Nation, Thos. Dixon, cloth, $1.25.

Non-Fiction

''With the French,'' Richard Harding Davis, cloth, $1.00; ''Through Glacier Park,'' Mary Roberts Rinehart, cloth, $1.00; From Pillar to Post, J. Kendrick Bangs, cloth, $1.60.

THE MACMILLAN CO.

Fiction

The Little Lady of the Big House, Jack London, cloth, $1.50; The Rudder, Mary S. Watts, cloth, $1.50; The Duel, A. Kuprin, cloth, $1.50; A Raw Youth, F. Dostoevsky, cloth, $1.50.

Non-Fiction

Aircraft in War and Peace, Wm. A. Robson, cloth, 75c; Leaves from a Filed Note-Book, J. H. Morgan, cloth, $1.50; Man—An Adaptive Mechanism, George W. Crile, cloth, $2.50; The Breeds of Live Stock, C. W. Gay, cloth, $1.75; Transportation Rates and Their Regulation, H. G. Brown, cloth, $1.50; Poems, Gustaf Froding, cloth, $1.25; Bulgaria, Frank Fox, cloth, $2.50.

McCLELLAND, GOODCHILD & STEWART

Fiction

Under the Country Sky, Grace S. Richmond, $1.25; The Romance of Elaine, Arthur B. Reeve, 50c; Susan Clegg and Her Love Affairs, Anne Warner, $1.30; Gibbie of Clamshell Alley, Jasmine Stone van Dresser, $1.35; Netherleigh, W. Riley, $1.35; Constance Dunlap, Arthur B. Reeve, $1.25; Child and Country, Will Levington Comfort, $1.25; Drifting Waters, Rachel Swete Macnamara, $1.35; Thirty-Nine Steps, John Buchan, $1.25; The End of a Chapter, Shane Leslie, $1.25; The Wiser Folly, Leslie Moore, $1.25.

Non-Fiction

My Home in the Field of Honour, Frances Wilson Huard, $1.35; Passed by the Censor, Wythe Williams, $1.35; The War in Eastern Europe, John Reed, $2.00; Simple Tactical Schemes, Capt. R. S. Waters, $1.75; The Life of William McKinley, 2 vols. to set, Charles S. Olcott, $5.00; Finance Business and The Businses of Life, B. C. Forbes, $1.00; Our Early Wild Flowers, Harriet L. Keeler, leather, $1.25; Because I am a German, Hermann Fernau, $1.00; Alcohol and Society, John Koren, $1.25; Bergson and Religion, Lucius H. Miller, $1.50; Chicago Poems, Carl Sandburg, $1.25; The Solution of Tactical Problems, Lt.-Col. J. L. Needham, $1.75; The Socialism of To-day, W. E. Walling, and Others, $1.60; The Epic of Dixmude, Charles Le Goffic, $1.25; Hoyle, an Encyclopedia of Indoor Games, R. F. Foster, $1.50; With My Regiment, By ''Platoon Commander,'' $1.25; In the Field, Marcel Dupont, $1.00; Child Study and Child Training, Wm. Byron Forbush; Green Mansions, W. H. Hudson, $1.50;

(Continued on page 37)

How One Bookseller Trebled His Business

From Verge of Failure in Book Business, This Merchant Began to Properly Build Up Trade—How He Did It is Full of Suggestive Value for Other Merchants

Scene—An Ontario City.
Time—The good days before the war.

THE editor of Bookseller and Stationer has asked me to jot down something about the way I rejuvenated my book business a few years ago. Like many other booksellers in the smaller cities and larger towns I had reached a state almost bordering on despair so far as the book end of the business was concerned. The government of Ontario had seen to it that little or nothing in the way of profit from the sale of school text books could find its way into the pockets of the booksellers, "who had waxed so fat" at the expense of the people of Ontario in the days of "fabulous" prices for school books. As to fiction, the dubious expedient of forming a circulating library had been resorted to, in order to give some semblance of activity to that branch of the book business.

I remember a brother bookseller who at that time had got even lower than myself in the depths of despair, had finally concluded to get out of the retail business altogether. Being offered a lucrative post as a traveling salesman, he decided to accept it and forthwith began a slashing sale at immensely reduced prices, finally closing out the stock by means of a sensational auction sale. His remark was that if ever he decided to go back into the retail business he would make it a stationery business exclusively or if he sold books at all it would be from lists or on a similar basis to the business of selling magazines, supplied through the news companies, but never again would hundreds of dollars' worth of books litter his shelves to prove the torment of his life by reason of the great proportion of them that stuck there year after year, marked down a notch at each annual stock-taking, many of them with a big drop of over fifty per cent. as 50c reprint editions of former $1.25 novels came into the field.

The man's words were full of truth, albeit perhaps unduly pessimistic, which, however, was perhaps consistent in one who was deserting his trade. He made me think and I began to take mental stock of my own bookselling methods. This naturally induced me to take a good close look at my own stock of books. My brother bookseller, he of the lost faith, would probably have advised me to emulate Carnegie and present the whole lot of books, some $2,000 worth, to the Public Library, but, as I have hinted. I hadn't reached the degree of despair that had seized my friend as to the outlook for the book trade.

I really did give some thought to the question as to whether it might not be well to sacrifice the books by selling them for what they would bring, but somehow or other that thought brought somewhat of a feeling of sadness and I remembered that there were a lot of good friends of mine in those book shelves. True, many of these books did not make good as regards the theory that no stock was live stock that did not turn over three times a year and my only copy of "Chaucer's Poems" had to my knowledge been in stock three years, yet, in spite of that I would have replaced it upon selling that copy rather than be without it, because notwithstanding the lack of demand for it and the difficulty of creating such demand in this particular town, I felt that it belonged in "my stock of English poets."

The more I considered the question, the more determined I became that I would stay in the book business and make it pay!

I continued in that determination and began to specialize in the book end of my business. I kept tab on the profitable stationery and office supply branch of the business, but the book side became my particular hobby and I hope that the line of action which I adopted and followed out will have at least some little value in the way of suggestion for those booksellers who read these rambling remarks of mine.

How the Lists Grew

I began the new regime by enlisting the services of a professional cataloguer to properly list and classify the whole stock of books, by means of the card index system. Then every title had its particular shelf and place on that shelf and woe betide the assistant who disregarded that arrangement! I didn't rest satisfied with having this expert do the work. I kept in the closest possible touch with the work as she did it and the familiarity with my own books and the added knowledge as to just what I had in stock served me in good stead many and many a time afterwards. Let me stop right here, therefore to suggest to those booksellers who have not already adopted this or some similar method of cataloguing their stock of books, to lose no time in taking steps toward that end.

I formed the habit of taking up for consideration different titles in turn and associating the respective subjects treated upon, with different people of the community who were likely to be interested in those subjects. The natural outcome, (remember I had really begun to specialize in the selling of books) was to actually bring these particular books to the attention of the people whose names had suggested themselves in my mind. That is how my lists of prospective book buyers began.

Some of the classes which were thus divided and systematically card-indexed were the different professions; business men and artisans arranged according to the particular trades with which they were identified; specialists in different courses of study and research; devotees of different hobbies, pastimes and sports; workers in different fields of religious and social welfare work.

When any particular book was announced and put into stock, these lists could be referred to and the special attention of each person likely to be particularly interested, drawn to the publication.

But a still later and more valuable card index list that was subsequently developed, was one of a more personal nature, entries being made on each of these cards as to the particular interests business, social, hobbies, etc., of each individual, entries being made as such information was gleaned and, of course, the more familiar I became with these different people, the more entries found their way on these cards. The value of this systematic information will be readily appreciated and the very routine of carrying out this work was productive of good ideas, especially for window display and newspaper advertising.

To make a long story short the result was that the turnover, after this new plan of selling had been in force for one year, showed a total turnover three times as great as it had been, school texts and all other classes of books being included in this scope.

Every bookseller who decides to thus revive interest in the book business in some such manner will find, I am sure, that the very interest thus engendered will promote greater sales efforts on his part and through his example inspire all his assistants in like manner.

Selected List of Books on Shakespeare

Texts, Introductions, Biographies, Commentaries and Criticism—Including Volumes on Shakespeare vs. Bacon Controversy, in Ottawa Public Library

THE Shakespeare tercentenary was the occasion for issuing a special list of Shakespeare's works and books dealing with the poet and his works contained in the Ottawa Public Library.

Librarian Sykes has favored Bookseller and Stationer with a copy of this list and both for its current interest and for its reference value this list is reproduced herewith:—

I. TEXTS—

Eversley Edition.

Rolfe Edition.

The First Folio (1623). (Photolithographed under the supervision of Edward Staunton.)

The Fourth Folio. (Faithfully reproduced in facsimile from the edition of 1685.)

And other complete texts.

For single plays:

The New Variorum Edition of Shakespeare's Plays by H. H. Furness and H. H. Furness, Jr. Plays published so far are: A Midsummer Night's Dream, Anthony and Cleopatra, As You Like It, Cymbeline, Hamlet, 2v., Julius Caesar, King Lear, Love's Labour Lost, Macbeth, The Merchant of Venice, Much Ado About Nothing, Othello, Romeo and Juliet, The Tempest, Twelfth Night, and The Winter's Tale.

Arden Edition, 18 plays. (One of the best small single volume editions with notes.)

Verity Edition. (Excellent single volume edition with notes.) Julius Caesar, King Richard II., Macbeth, Merchant of Venice, and A Midsummer Night's Dream.

II. SHORT INTRODUCTIONS

Shakespeare, by Edward Dowden. (Published in 1882 and still one of the best introductions.)

Shakespeare. (People's Books) , by C. H. Herford.

William Shakespeare. (Home Univ. Series), by John Masefield.

III. CRITICAL ILLUSTRATION AND COMMENT

The Development of Shakespeare as a Dramatist, by G. P. Baker.

Oxford Lectures on Poetry, by A. C. Bradley. (Includes: The Rejection of Falstaff; Antony and Cleopatra; Shakespeare the Man; Shakespeare's Theatre and Audience.)

Shakesperean Tragedy: Hamlet, Othello, King Lear, and Macbeth, by A. C. Bradley.

Wm. Shakespeare, by G. Brandes.

Ten Plays of Shakespeare, by Stopford Brooke.

Ten More Plays of Shakespeare, by Stopford Brooke.

Shakespeare Characters, Chiefly Those Subordinate, by C. Cowden Clarke.

Lectures and Notes on Shakespeare, by S. T. Coleridge.

Studies in Shakespeare, by John Churton Collins.

Shakespeare, His Mind and Art, by Edward Dowden.

Shakespeare Commentaries, by Gervinus.

The Women of Shakespeare, by F. Harris.

Characters of Shakespeare's Plays, by W. Hazlitt.

Shakespeare: His Life, Art, and Characters, by H. N. Hudson.

Shakespeare, by Victor Hugo.

Shakespeare's Heroines, by Anna Jameson.

Critical Essays on Shakespeare's Plays, by W. W. Lloyd.

The Text of Shakespeare and Its History, by T. R. Lounsbury.

Shakespeare's Roman Plays, by M. W. MacCallum.

Shakespeare as a Playwright, by Brander Matthews.

On Some of Shakespeare's Female Characters, by Lady Martin. (Reference). (Helena Faucet).

Essay on the Dramatic Character of Sir John Falstaff, by M. Morgan.

Shakespeare as a Dramatic Artist, by R. G. Moulton.

What is Shakespeare? by L. A. Sherman.

Shakesperean Drama, a Commentary—the Histories, by D. J. Snider.

Shakesperean Drama, a Commentary—the Comedies, by D. J. Snider.

Shakesperean Drama, a Commentary—the Tragedies, by D. J. Snider.

A Study of Shakespeare, by A. C. Swinburne.

Shakespeare's Dramatic Art, by H. Ulrici.

Shakesperean Representation, by P. Fitzgerald.

Shakespeare and the Modern Stage, by Sir Sidney Lee.

IV. BIOGRAPHY.

Shakespeare the Man, by W. Bagehot.

Outlines of the Life of Shakespeare, by J. O. Halliwell. (Reference), Phillipps.

The Life of Shakespeare, by Sir Sidney Lee. (New edition, 1916. The best biography.)

Shakespeare Personally, by David Masson.

Shakespeare (E. M. of L.), by Walter Raleigh.

A Life of Shakespeare, by W. J. Rolfe.

Shakespeare the Man, by Goldwin Smith.

Life and Genius of Shakespeare, by R. G. White.

V. GRAMMAR, CONCORDANCES AND GLOSSARIES.

Shakespearean Grammar, by Dr. E. A. Abbott.

Concordance to the Plays of Shakespeare, by Mrs. C. Clarke. (Reference.)

New and Complete Concordance to the Dramatic Works of Shakespeare with a Supplementary Concordance to the Poems, by J. Bartlett.

Glossary of Shakespeare's Works, by A. Dyce.

A Shakespeare Glossary, by C. T. Onions. (Recent and valuable work.)

VI. SOURCES.

Shakespeare's Holinshed, the Chronicle and Historical Plays Compared, by Holinshed. (Source of Most of English historical plays.)

Plutarch's Lives of Illustrious men. (Source of Roman plays.)

Shakespeare Classics:

Brooke's "Romeus and Juliet," Original of Shakespeare's "Romeo and Juliet."

Greene's "Pandosto" or "Dorastus and Fawnia," Original of Shakespeare's "Winter's Tale."

The Chronicle History of King Leir, Original of Shakepeare's "King Lear."

Lodge's "Rosalynde," Original of Shakespeare's "As You Like It."

"The Taming of a Shrew," Original of Shakespeare's "Taming of the Shrew."

The Sources and Analogues of "A Midsummer Night's Dream."

Shakespeare's Plutarch: vol. 1 Containing the Main Sources of Julian Caesar.

Shakespeare's Plutarch: vol. 2 Containing the Main Sources of Antony and Cleopatra and of Coriolanus.

(In the Variorum Edition sources are treated fully.)

VII. SHAKESPEARE-BACON CONTROVERSY—

The Shakespeare Problem Re-stated, by G. G. Greenwood.

Wm. Shakespeare: Player, Playmaker and Poet, by H. C. Beeching. (A reply to Greenwood.)

The Great Crytogram (Reference), by I. Donnelly.

The Baconian Heresy, by J. M. Robertson. (The best summing up of the controversy.)

"It is sufficient to say that up to the present time they (Bacon-Shakespeare theories), have not commended themselves to a single person who unites accurate knowledge of Elizabethan and other literature with the proved possession of an adequate critical faculty." (Cambridge History of English Literature.)

VIII. MISCELLANEOUS—

Citation and Examination of Wm. Shakespeare Before Sir Thomas Lucy, Touching Deer Stealing, by W. S. Landor.

Shakespeare in France, by J. J. Jusserand.

PUBLIC LIBRARIES

Here is a town that had a Carnegie Library, as pleasant to look at and as empty as a baby's crib in a furniture store window. The Woman's Club took it in hand. But the club did not go round town asking for contributions of dog-eared books, mostly novels, that the owners had no use for and whose usefulness to anybody else was quite limited. It went to the Town Council and demanded a tax for the support of the library—and finally got it. We recommend the precedent.

Mr. Carnegie has bestowed a thousand or two library buildings, whose usefulness depends entirely upon what the community puts into them. We wish he had gone a step further and organized a vigorous local interest in the filling. Local enterprise must do that. We advise local enterprise not to go at it beggarlily, with humble solicitation of crumbs and crusts and cast-off clothing. Let it say boldy that the library is no seedy vagrant, to be welcomed with a hand-out at the kitchen door; but a royal comer that must be supported in a style befitting its rank.

A library that calls itself public should be maintained out of the public treasury with as much care as the fire department. Any community which votes money for public schools ought to see that—Saturday Evening Post.

* * *

A valuable collection of maps and plans of the town of York from 1792-1834, and of Toronto from 1834-1916 has been made to the Toronto Public Library by John Ross Robertson, of the Toronto Telegram. The collection also includes maps and plans from 1788, in which year a plan for the proposed city of 1792 was made by a Military Engineer.

* * *

The increased interest in reading caused by the war has been so clearly demonstrated at the St. Thomas Public Library, that it has been deemed advisable to place more illustrated papers, both English and American, on the reading tables.

* * *

At Tavistock, Ont., excavations have commenced for the work of building the new Carnegie Library.

* * *

There has been an increase of over 30 per cent. of the books circulated at the Chatham, Ont., Public Library, as compared with a year ago. This report deals with the month of April.

The Montreal Board of Control is considering a proposition to vote $50,000 for supplying the Montreal Public Library with stained-glass windows, representing all the great historical figures of Canada.

MONTHLY RECORD OF NEW BOOKS

(Continued from page 34)

April Airs, Bliss Carman; Present-Day China, Gardner L. Harding, $1.00; Impressions and Experiences of a French Trooper, 1914-1915, Christian Mallet, $1.00; The New Golf, P. A. Vaile, $1.00; The First Seven Divisions, Lord Ernest Hamilton; Eat and Be Well, Eugene Christian, $1.00; American and Foreign Investment Bonds, W. L. Raymond, $3.00; Musketry Notes, 20c; Scoring Books, 10c.; Handbook of Lewis Gun, 40c.; Handbook of Colt Gun, 50c.; Field Practices, 40c.; Fire Orders, 20c.; Hints to Machine Gunners, 15c.; How to Fly, or The Flyers' Guide, Capt. N. J. Gill, $1.25; Young Officers' Don'ts, 40c; Military Landscape Sketching, W. G. Newton, 60c.; Musketry Instruction, 80c.; Platoon Commanders' Vade Mecum, Major G. H. Wakefield, 60c.; Cavalry Reconnaissance, Col. W. E. Norman, $1.25; Lectures and Lessons on Musketry Instruction, "Martian," 80 cents.

MUSSON BOOK CO.

Fiction

And it Came to Pass, Guy Thorne, cloth, $1.25; The Least Resistance, Kate L. McLaurin, cloth, $1.25; The Border Legion, Zane Grey, cloth, $1.50; Stamboul Nights, H. G. Dwight, cloth, $1.25; Roberta of Rosenberry Gardens, Frances Duncan, cloth $1.25; People Like That, Kate Langley Bosher, cloth $1.25; Seven Miles to Arden, Ruth Sawyer, cloth, $1.25; The Crimson Gardenia, Rex Beach, cloth, $1.50; They of the High Trails, Hamlin Garland cloth $1.50; The House of Gladness, Emma S. Allen, cloth, $1.25.

Non-Fiction

A.B.C. of Cooking, Chistine T. Herrick, cloth, 50c; A.B.C. of Vegetable Gardening, Eben E. Rexford, cloth, 50c; A.B.C. of Automobile Driving, Alpheus Hyatt Verrill, cloth, 50c; A.B.C. of Motion Pictures, Robert E. Welsh, cloth, 50c;

Juvenile

Scouting with Kit Carson, Everett T. Tomlinson, cloth, $1.25.

Contingent Ditties, Frank S. Brown, Sergt. P.P.C.L.I. (The Pats), cloth, 35c; Drakes' Telephone Handbook, David Penn Moreton, S.S.E.E., cloth $1.00; Tennis for Women, Molla Bjurstedt, cloth, $1.25; Body & Spirit, John D. Quackenbos, cloth, $1.50; Harpers' A. B. C. Series:—A. B. C. of Architecture, Frank E. Wallis, cloth, 50c; A. B. C. of Housekeeping, Christine Terhune Herr, cloth, 50c; A. B. C. of Electricity, Wm. H. Meadowcroft, cloth, 50c; A.B.C. of Gardening, Eben E. Rexford, cloth, 50c; A.B.C. of Good Form, Anne Seymour, cloth 50; A.B.C. of Golf, John D. Dunn, cloth, 50c; A.B.C. of Home Saving, Lizzie C. Farmer, cloth, 50c; A.B.C. of Correct Speech Florence Howe Hall, cloth, 50c.

BOOKSELLERS' CONVENTION

In the next issue, important papers read at the American Booksellers' Convention at Chicago will be given.

BOOK TRADE LETTER FROM MONTREAL

News and Comment About Books That Are Paramount in Point of Sales in the Bookshops of the Eastern Metropolis

"The First Hundred Thousand," by Ian Hay, "Canada in Flanders," by Sir Max Aitken and that wonderful collection of cartoons "Fragments From France," a collection of the Barnsfather Bystander drawings hold premier place and promise to do so for some time to come on the shelves of Montreal book stores.

They have had no severer criticism than that of the returned soldiers and how well they have stood the test is evidenced in the buying by that class of men. So true pictures are they of the Great War that to the man who has lived the things here depicted they must ever be fresh founts of memory at which he can refresh the time dulled remembrances of a poignant epoch.

* * *

Photo play magazines of all variety of price and quality of material find an ever increasing public not the least of which is that section of it that buys with the full purpose of study with a view to amateurish efforts in this field.

* * *

Montreal writers are still to the fore in Stephen Leacock's "Essays and Literary Studies" and "Hearts and Faces," by John Murray Gibbon, head of the Publicity Department of the C. P. R. The latter is a story of the Parisian Quartier Latin based, so rumor says, on the author's own life there in the days when this distinguished Aberdonian dallied with the Arts as a life occupation. As such there is an added piquancy to the novel situations so charmingly depicted in this book.

* * *

That moribund line, "sets," has lately given some evidence of a new interst in the way of an increase in sales lately.

* * *

War books, outside of the three mentioned, are not much in evidence, but out of the ruck of them "Germany In Defeat" lifts its head in a revival of the heavy selling it originally experienced.

* * *

"Viviette," by W. J. Locke, in the short one dollar book form is in fair demand.

* * *

"Belgian Art in Exile," a collection of drawings and paintings by Belgian artists is like anything out of that unhappy country, making a unique place for itself in the sales ranks of art books.

* * *

"The letters of Gray, Walpole, West and Ashton," edited by Paget Toynbee, present an interesting picture of another age even though of the work of Walpole, Macaulay says: "His writings rank high among the delicacies of intellectual epicures as the Strasburg pies among the dishes described in the Almanach des Gourmands. But as the Pate-de-foie-gras owes its excellence to the diseases of the wretched animal which furnishes it, and would be good for nothing if it were not made of livers preternaturally swollen, so none but an unhealthy and disorganized mind could have produced such literary luxuries as the works of Walpole."

* * *

Russian literature continues to retain a general interest in bookstores which, if the constant and recurring discussion of it which is taking place in current periodicals is any criterion, will soon be replaced by a more vivid and appreciative interest in it. To this constantly growing list have been added some English translations of Gonchoroff whose "Oblomov" probably ranks first in its life-like portrayal of scenes and characters of Russia.

* * *

Another revival of lesser though newer interest is that of interest in Spanish-American literature and Spanish literature partly as a result of the commercial changes of the war and largely enhanced by the fact that this present year is made noteworthy by its being the tercentenary of Cervante's birth, a fact that is making a mild vogue for "Don Quixote" and his other works. In this same connection Shakespeare and his admirers continue to be of paramount interest. Hardly a bookish book or review is published now that does not deal extensively with the poet and such publicity even among old friends is certain to create new markets if only for the reasons that so much of new Shakespeare goods is being produced.

—G. E. P.

THE BEST SELLING BOOKS

CANADIAN SUMMARY—Fiction.

1—Just David	246
2—First Hundred Thousand	184
3—Bars of Iron	66
4—Side of the Angels	36
5—Torchy, Private Secretary	34
6—The Shadow Riders	32

Non-Fiction

1 Canada in Flanders.

Juvenile.

1—Burgess' Bed-Time Stories.

"HEARTS AND FACES"

John Murray Gibbon in his book "Hearts and Faces," keenly personal as Rupert Brooke's lovely sonnets and withal relieved from the boresomeness of self analysis by a most interesting narrative of startling fact, described in witty dialogue redolent with pungent phrasing and a dour Scot wit.

For instance, a random search rewards us with such verbal chunks, "Hers was a face to hit at."

There are many happy passages as, for instance, when the embryo artist discovers that "trees are not trees but just the light that plays upon them," or the grim humor of that analysis of the Aberdonian character "What would have happened if the Aberdonians had stayed in Aberdeen? Surely there would have been Civil War!" Or, speaking of Love: "Anything that puts a man off his porridge is better left alone.

Delightful characters appear: Reid, the quaint and philosophical artist mentor and the quite human and likable sinners of the underworld. Of one of his characters the author says, "Clotter had not always aimed at such lofty ideals as those that he now misunderstood." The book is full of amusing situations from which the reader is swept by the magic of the easy sweep of the tale into the most profoundly distressing ones without a jarring note. The author has a twist for words, a talent for neat description as in: "He's as cocksure of himself as Methuselah was about his next birthday."

Two commercial travellers were conversing with each other on the train, and one was heard to make this particular remark: "I refuse to budge out of the office until the house has sent some good advertising ahead of me in the trade paper."

SOME NOTED AUTHORS

A notable group of British authors is shown on the accompanying half tone which "Bookseller & Stationeer" is able to present this month through the courtesy of Cassell & Co. Few authors have been more widely read in this country, than Oppenheim and Haggard. The former, with "The Amiable Charlatan" and Sir Rider with "The Ivory Child" are strongly represented in the fiction of the present season. The others have done notable work and have come rapidly to the fore with the Canadian public in recent years.



E. PHILLIPS OPPENHEIM
ALGERNON BLACKWOOD
Photo Elliott & Fry.
WARWICK DEEPING

Mrs. BAILLIE REYNOLDS
Photo Russell & Sons.
Mrs. NINA TOYE
Photo C. Vandyk, Ltd.

H. RIDER HAGGARD
J. D. BERESFORD
ANDREW SOUTAR

Mrs. Baillie Reynold's new book, "The Daughter Pays," is a proof in the form of fiction that a woman can redeem a man despite the negative of cynics. In this respect this novel recalls "Count Hannibal," which Stanley Weyman wrote to prove the same case.

J. D. Beresford has a new book out this season entitled "These Lynnekers" which essays to answer the problem; "What is the true philosophy of Life?" To the hero of this tale the motto: "Expediency" is incomprehensible and utterly immoral. In his eyes a thing is either good or bad, right or wrong, just or unjust. He will have nothing to do with hypocrisy, shams or false traditions and at last he gets what he seeks for, a sufficient income, congenial work and love. It is characteristic of Beresford's heroes that they lack the "perfection" of the familiar types of melodramatic romance. They are frequently disconcertingly prone to the same weakness as are the average run of human beings. Beresford's novels are logical and for that reason he is always well worth reading.

"Unrest" is the title of the latest book of a favorite English author, Warwick Deeping, who by the way, is now a lieutenant in the British Army, serving in his capacity as a surgeon. He saw service at the Dardenelles and at latest reports was at Alexandria. "Unrest" is the story of a successful dramatist, into whose life comes "the other woman," a strenuous American widow. She disturbs the serenity of his life by means of a carefully laid campaign. The author proves his mastery of fiction in the way he works out the story.

Mrs. Nina Toye, is the daughter of an American barrister and was brought up near Philadelphia. The best part of her education was received in Italy where her family had removed. She became an ardent student of the Renaissance and this influence, together with that of Italian romance, is evident in her fine new story "The Death Rider," portraying the fierce intensity of Italian life in the early sixteenth century. It is an historical novel in the best and truest sense.

Those who care for human problems stated in human terms will enjoy Andrew Soutar's new story "Charity Corner," which tells of the arrival in London of the McWhinnie family, and of their settlement in Rotherhithe. The book amply proves that Mr. Soutar knows the Scotsman and the ways thereof.

Whether the "family" deserved all that he felt constrained to bestow on it—even to the sacrifice of his own heart's happiness—and whether he did over-estimate, or not, his indebtedness, is a question left to the reader to determine. Mr. Soutar has propounded a curious problem.

Algernon Blackwood has had varied experiences of an unconventional nature since his university days in Edinburgh. He is a son of the late Sir Arthur Blackwood and his mother is the widow of the sixth Duke of Manchester. Young Blackwood spent some time after leaving the university with the Moravian Brotherhood in the Black Forest. He came to Canada some years ago to start a dairy farm. A later venture was the establishment of an hotel with another university graduate. These ventures did not prove fortune builders. Later he spent some time knocking about the Canadian backwoods, eventually turning up at in the Rainy River Goldfields. Later he went to New York where he taught French an German for a time. But it was as an author that success awaited him. He has a new novel out this year entitled "Julius Le Vallan."

ONE MORE CHANCE

Speaking of creating book sales, attention may well be directed to the book "One More Chance," by L. E. MacBrayne and James P. Ramsay, a book which so interested the National Conference in Charities of the U.S., and Correction that Mr. Ramsay was invited to address that body in Indianapolis on May 9 on one of the topics discussed in the book, viz., "The Problem of the Home and Parents of Delinquents," it was asserted in this article that as a result of extended investigation, that much crime can be traced back to the defective home and places the blame upon the rich as well as the poor man.

Does this not suggest to the bookseller that it is only necessary in order to create sales, to introduce such a volume to certain people who, by reason of their walk in life are sure to be vitally interested in the whole question discussed in the book?

LIGHT AND SHADE IN PORTRAITURE

From Abel's Publications of Cleveland, Ohio, comes this creditable photographic book: "The Balance of Light and Shade in Portraiture," by William H. Towles, ex-President of the P. A. of A. The book is amply illustrated and will be found a valuable book of study and for the guidance of photographers, professional and amateur alike. As the author sets forth in his preface, "The balance of light is the interpretation of the greatest possible number of time values to the highest point of light and the lowest point of shadow. The understanding of it is largely dependent upon the education of the eye and its interpretation in a high light and a shadow of sufficient depth to give it roundness and luminous quality." Such qualities make for photographic perfection and photographic dealers will find the reading of this book of benefit to them if only to familiarize them with a source of information to which they can refer their customers who seek to advance themselves in the art of portraiture.

GOOD CHEER

"Mary Rose of Mifflin," by Frances R. Sterrett (Briggs), is a story of good cheer. The little heroine makes the valuable discovery that the way to make friends is to be friendly. After childhood days spent in the little upstate town of Mifflin, where people live "side by side instead of up and down" as they do in apartment houses. Mary Rose goes to the city and is amazed at the way the tenants come and go with selfish disregard of their neighbors. Through her friendly nature she becomes interested in the lives of some of these tenants and finally discovers that they are really human and have feelings, and that they are very often happy or hurt as many other people are. Mary Rose is a dear little friendly person full of the spirit of optimism. She is always seeing the best in things and through the influence of her cheerful personality, many wonderful things happen in that apartment house.

RECRUITED IN CANADA

Francis William Sullivan, the author of the tale of Northern Canada "Star of the North," was in the Cobalt country last summer getting local color for this novel; and at the silver camp inspecting the Coniagas mine, he was mistaken for a recruiting officer expected at that time and was introduced as that official. Mr. Sullivan, although somewhat taken back, was equal to the occasion and made a stirring recruiting speech.



FRANCIS W. SULLIVAN,
Author of "Star of the North."

DARTMOOR

In "The Iron Stair," by Mrs. Desmond Humphreys, (McClelland, Toronto), is an interesting romance of Dartmoor. As an idler on life's highway, Aubrey Derringham dropped into a courtroom and saw how fierce a struggle things can be. Thus, for the sake of a girl, in blind obedience to her entreaties, this possible peer of the realm finds himself not only in love but in a tight corner with the risk of criminal prosecution as an accessory after the fact. A young chap is serving sentence for his brother's crime. Renée, the wife of the real forger and Derringham help Geoffrey to escape. Renée's marriage has been a tragedy. Her husband's death comes at the time of Geoffrey's escape. Derringham thinks Renée loves Geoffrey, but finds that he himself is to play the first role in her happiness.

AMERICAN SHORT STORIES

A remarkable new book, which is meritorious not only for its contents, but because of the new idea it represents, is a volume entitled "The Best Short Stories of 1915." It is also "A year book of the American Short Story." The volume was compiled under the editorial supervision of Edward J. O'Brien. The book contains twenty tales, which are presented as the best short stories by American writers in the year 1915.

COMPARABLE TO DICKENS

Nathan Kussy, whose book "The Abyss" (Toronto: Macmillan Co., of Canada) has just appeared, steps at a bound into the very front rank of American novelists. This is not high enough praise; rather, he jumps, at a bound, ahead of practically all living Americans.

His story "The Abyss" is a gripping series of incidents in the life of a Sammy Gordon, a Hebrew youngster, early bereft of a loving mother. Sammy falls among thieves—literally. "The Abyss" is the story of his life, as a vagrant, as a near-thief, as a derelict, trying hard to tie up to better things again. He does try hard, but "once a thief, always a thief." Everybody conspires to hold him nothing more or less a crook. So he becomes a crook. He can't help himself. If you doubt it, read the book for yourself.

Read it by all means. As a story of human weakness bucking circumstance it is immense. The author has evidently studied long before he wrote it. For form, it is Dickensian in its intimacy with the class of society it describes. And as a plea for "forgive us our debts, that we may forgive our debtors," it is fully and extraordinarily effective.

The way in which it is written stamps it as work of an unusually high kind. It is not too much to say that for people who love literary deftness "The Abyss" is the greatest American novel in recent years. This, because it is simple, natural, true. Its fidelity to type makes it comparable to the great master, Dickens. Not a word is superfluous, and every word is apt. The book fascinates one: one turns from it and says "Amazing."

Eagerly I await the other two to follow, making the trilogy. Meanwhile, Nathan Kussy has certainly "arrived." H. S. E.

OLD BILL WHITE

"F. P. A.," the New York "Tribune" "colyum" writer, dealing with William Allen White's new book "God's Puppets," expresses himself in this wise:

At times I grow despondent as I brood about the fetters
Encompassing, in this broad land, the noble cause of letters;
And Mr. Edward Garnett makes me desperate and frantic,
And Mr. Wister, also—when they write for the Atlantic—
By saying bitter things without a fear of contradiction
About the books we choose to call our favorite current fiction.
Alas! I sigh! A land that yells for Mr. H. B. Wright!
Alas! I weep!—until I think of William Allen White.

"I think about the novelists of this expansive nation,
Of those who do the Zola stuff, or the Russian imitation.
I weep about the books I see the debutante is reading;
I tremble when I see the Bookman's list—and what is leading.
And just as I am feeling as implied in these here stanzas,
Arrives another book composed by Mr. White, of Kansas.
And fiction in America recovers from its blight
When I read a small-town story by Old Bill White."

CHINESE ART

There is no more delightful introduction to the soul of China than her art, into which has been woven, to the perfection of beauty, much that is frankly humorous, whimsical, and profound. The elementary language of this art is simple enough—a handful of symbols. It is the purpose of a book entitled "Chinese Motives Interpreted," by W. R. Tredwell, (Putnam's) to supply material which, at present, may be obtained only by wading through technical descriptions of art collections in various parts of the world. The book reflects the life that underlies Chinese art.

MEREDITH NICHOLSON

Meredith Nicholson was the chief speaker at the laying of the corner-stone of the new Indianapolis public library. Mr. Nicholson is as entertaining when he speaks as when he writes. To his many readers throughout the country, the most interesting features of his speech were his tribute to his fellow-townsman, James Whitcomb Riley (whom he has celebrated so affectionately in the little story, "The Poet"), and his remarks about Indiana's production of authors. Mr. Nicholson himself is prominent in the group of Indiana writers, and will be represented this spring by a new novel, "The Proof of the Pudding."

RECOLLECTIONS OF LINCOLN

"A mountain is a mystery; such was Lincoln. It is tall, isolated, alone; so was he. It has fissures and crevices that would disfigure the beauty of a hill, but which constitute no blemish on its massive nobility. Amid its crags are sheltered nooks where flowers bloom and streamlets flash in the sunlight. But there are also huge masses of denuded rock which tell of the harsh attrition of earlier times. The clouds that gather about its peaks lend it an air of aloofness and melancholy. Mighty storms make war upon it, waging battle with the swift strokes of lightning to the music of deep-toned thunders. But it remains unchanged, unshaken. In all moods, in all mists, its mission is the same. The same God that made the mountain made the man, and His ways are past finding out."—Joseph Fort Newton.

The foregoing is printed in the new book, "Personal Recollections of Abraham Lincoln, by Harry B. Rankin, published in a $2 edition by the Putnam's.

The author was one of the "Lincoln Boys," who grew up in the valley of the Sangamon, before the sturdy race of pioneers had disappeared. His book helps the reader to see Lincoln in the setting of his life, amidst the scenery which wrought itself into his mind, and the hardy, wholesome, self-reliant folk who left their impress upon his character and his career. Moreover, the author was, for several years, a student in the Lincoln & Herndon law office, where he enjoyed the intimate fellowship of two strong men, who were, by nature as well as by political habit, gracious to young men, and who were at once his teachers and his friends.

* * *

From Constable's the London publishers comes a copy of the new novel of Sylvia Lynd entitled "The Chorus" which is described in the way of a sub-title as "a tale of love and folly."

* * *

Two new offerings by Arthur B. Reeve, creator of Craig Kennedy, scientific detective of moving picture fame are "Constance Dunlap," published at $1.25 and "The Romance of Elaine," a half-dollar novel.

THE RULING CASTE AND FRENZIED TRADE IN GERMANY. By Maurice Millioud. Published by Constable & Co., London.

M. Millioud is professor of Sociology in the University of Lausanne, and his book, a translation, is an economic study of the conditions leading up to the present war. It is a very unconventional treatise, being marked by much originality and freshness of view. It throws much new light on German commercial methods and their significance. It is also a forceful study of Germany's ruling caste. The book has two parts: Part I is entitled "To an understanding of the Ideology of Caste; Part II, "Germany's Aims at Conquest by Trade and by War." Chapter headings indicate the nature and scope of M. Millioud's treatise. They are: Reasons for Germany's Action; The Ends in View; The Means Employed; Germany's Financial System; The Obstacles in Her Path; and "Why Germany was Alarmed." As is to be expected from a professor of sociology, and man of condition, the volume is made illuminating and valuable by the inclusion of much historical material, and facts and figures in abundance. It is an enlightened interpretation of these indisputable things that constitutes M. Millioud's thesis. An introduction to the volume by the Right Hon. Sir Frederick Pollock, Bart., adds an interesting and appreciative feature to this really valuable and suggestive volume.

FROM MONS TO YPRES WITH FRENCH. By Frederic Coleman. Published by Wm. Briggs, Toronto. 324 pp.

Among war books designed to give an intimate account of battlefields, fights and fighting, this narration of Mr. Coleman's merits much commendation. It is narrative pure and simple. The author's views are not intruded. There is no aim to be dramatic or to tell a story. It is real material, such as historians delight in. Mr. Coleman, an American resident in England, volunteered along with twenty-four other members of the Royal Automobile Club, to take his motor car to the General Headquarters of Sir John French's Army in Belgium or France, as the case might be. His duties consisted as a general thing in conveying officers from one point to another—almost always along the firing line. For ten months he was with the British Expeditionary Force, during which time the advances across the Marne to Aisne was made, and other notable progress culminating in the battle at Ypres. Mr. Coleman's "Wonderful Car" carried many distinguished officers with many of whom the author of the book developed close acquaintanceships, even friendships, and these men bear testimony to Mr. Coleman's devotion to his work, and to the great value of his service. Mr. Coleman's record is a film of his personal experiences, minute, vivid and genuinely entertaining,—this because of its fullness and graphic quality. Many illustrations add to the interest of the volume.

GERMAN DOCILITY

"The word docility is not quite strong enough for the purpose of this book. But servility, which seems to be the only alternative to it, if not too strong, has too narrow a range of meaning. Let me, then, explain that by docility I mean readiness to obey for the sake of obeying, avidity for commands and instructions, reluctance to accept responsibility or exercise initiative, inability to react against the pressure of autocratic authority. Docility, in this sense of the word, when it is a national characteristic, may become a destructive force of extreme violence. For a docile majority implies a dogmatic and domineering minority; and the docile majority may carry docility so far as to become dogmatic and domineering, in imitation of their masters, whom they naturally make their model. Thus it is possible for a people to be as clay in the hands of ambitious and unscrupulous rulers, and yet to be arrogant, aggressive and self-centred in their bearing towards the rest of the world. When this happens, the materials have been laid for a great conflagration, and only a spark is needed to set them ablaze."

The foregoing is the foreword of Edmond Holmes' meritorious volume. "The Nemesis of Docility," a study of German character, which comes from Constables' of London. Beginning with the genesis of this docility it deals in turn with the docile army, people, the German dream of a docile world, Germany deadened, brutalized and betrayed by docility, then with the menace of German docility and our debt to German docility.

ON LEADERSHIP

Colonel Theodore Roosevelt, writing of "The Fundamentals of Military Service," Captain Lincoln C. Andrews, comments upon Leadership: "Take the chapter on Leadership, for example; at least half of what is here said applies to leadership in civil life as much as in military life." We quote from the book: "A good leader is as one with his men, he speaks their language, he shares their hardships, he is jealous of their name, he defends their sensibilities and their rights in the larger organization. In short, he does everything at all times to make them feel that he is looking out for their interests, not his own selfish comfort. It is incidentally true that when hardships come he will be more than repaid by their devotion to him and care for his comfort. Give your orders in a quiet, decent tone, too often there are those placed in authority who so far miss the true situation as to treat their subordinates somewhat as though they were dogs. You want to command a team of men, not of dogs. And you will never get dicipline from men by outraging their manliness."

WAR FICTION

German spies at work at Washington, D.C., forms the basis of a new novel by Natalie Sumner Lincoln, entitled "I Spy," which was published in a $1.25 edition by the Copp, Clark Company this month. The opening chapters are laid in war-torn Europe during November, 1914, and the scene quickly shifts to the Capital of the United States, where the heroine, Kathleen Whitney, at a dinner at the Chevy Chase Club, recognizes a man she had previously known in Germany before the breaking out of the great world war. Kathleen, one of the most popular belles in the younger set in Washington, is the only child of Winslow Whitney, an inventor, and her efforts to foil attempts to steal her father's invention, an aeroplane camera, prove the motif of the novel.

Who are the powers that prey? Whose identity conceals the accredited spy? Who possesses the password which proves an open sesame to the most exclusive social circles in the gay and cosmopolitan city?

The murder of one of Kathleen Whitney's suitors, Sinclair Spencer, in her house under surprising conditions, leads from one complication to another, and mystery succeeds mystery until the solution is reached in the final chapter.

* * *

The Healing Power of Suggestion," is a volume by Charles R. Brown, just put out by Crowell's in a 25c edition. It is literally packed with suggestions for strengthening one's mental processes.

MORE THRILLING THAN FICTION

A truly remarkable record of achievement is the book recently put out by Briggs entitled "My Secret Service," by the man who dined with the Kaiser. He penetrated into the very stronghold of German secrecy, the Krupp works at Essen and obtained employment there as a steel driller. He found his way to Constantinople and heard from the lips of Commander von Hersing the story of the navigation of the German submarine from Wilhelmshaven to Constantinople.

He succeeded in interviewing Enver Pasha, the most exclusive man in Turkey. Forecast the recent air raids in England and dined with the Kaiser at Nish at the famous banquet with King Ferdinand, after that he travelled on the first Balkan express running from Constantinople to Berlin, was in Constantinople when the city went mad over the evacuation of Gallipoli.

WHAT HAS BRITAIN DONE?

Captain Ernest Hamilton has written a really remarkable story of the war in his book "The First Seven Divisions." It is a detailed and authoritative account of the fighting from Mons to Ypres, the most critical period in the war for the Allied Armies. This book answers most effectively the question: "What have the British Done?" At the same time it is the splendid Epitaph of England's Professional Army, which at the end of the three months was practically annihilated.

Christian Mallet, a French soldier who fought his way up from the ranks to the post of Lieutenant, tells of the retreat from Belgium, the battle of the Marne and the great fight at Loos in his book "Impressions and Experiences of a French Trooper, 1914-1915." It is a simple, poignant and heroic tale.

* * *

"Platoon Commander" tells a wonderful story of the war in his book "With my Regiment from the Aisne to La Bassée," which has just appeared. There is a reproduction "in khaki" on the jacket of the book showing the smiling features of one "Mulligan" who looms up in the book.

* * *

"The End of the Chapter," by Shane Leslie, is a book arising out of altered conceptions brought about by the great conviction which drew him into active service at the front. It is a notable contribution to the memoir literature of this generation.

A REALISTIC WAR NOVEL

When a trained novelist brings all the resources of his craft to bear on a topic to which he is devoted heart and soul, the printed word can hardly fail to carry conviction. And that is what Louis Tracy has done in "The Day of Wrath." (McLeod, Toronto).

Admittedly, the book was written at white heat, but, after calm review, the author has refused to alter a word of it in type. Indeed, any change was hardly to be expected. No man, impelled by conviction, could frame such a telling indictment of militarism and then modify it subsequently.

Just as in regard to this terrible war there can be no neutral opinion, so, a novel which deals with the sworn facts of the invasion of Belgium can take no middle course. The armies of Germany acted either like civilized men or like barbarians, and Tracy leaves his readers under no delusion as to the category in which he classes the dreadful deeds of August and September, 1914.

BRIEFS ABOUT NEW BOOKS

"Susan Clegg and Her Love Affairs," by Anne Warner is as delightfully humorous and entertaining as this author's previous story about the same Susan and her friends. In this book Susan surprises everyone by her romantic marriage to one Mr. Kettlewell, who is bald-headed and has false teeth and a bullet in his leg, but is otherwise as perfect as a man of his age could be.

* * *

"In Children of Hope," Stephen Whitman tells of Aurelius Goodchild, who, having touched nearly all the sciences, arts and plain businesses, always interesting and never prosperous, finally enters upon prosperity by reason of an extraordinary event, whereupon he and his three lovely and ambitious daughters betake themselves to some of the famed places of Europe with most interesting developments involving the loves and ambitions of the daughters.

* * *

Eugene Christian's principles are elaborated upon in a most able manner in this book "Eat and Be Well," telling what to eat to be well and keep well and what to eat to get well. It tells how to select food according to the seasons, the kind of work a person is engaged in and in keeping with one's age.

It teaches how to eat,—that is, how to select and combine food so as to remove the causes of nervousness, insomnia, acidity, gas, constipation, diarrhea, obesity, emaciation,—in fact all disorders that are caused by wrong eating.

Dr. Christian has kept exact records of over 23,000 cases that he has treated. "Eat and be Well" is the result of his life work.

* * *

P. A. Vaill tells of new principles to overcome the old and what he asserts are erroneous golf methods in his book "The New Golf," in which he essays to clear the ground of accumulated error and hampering tradition. He opens the way for a new and absolutely scientific theory of the game and its mechanics.

SOLDIERS' TALES OF THE WAR

Following "With My Regiment," by Platoon Commander in the series of "Soldiers Tales of the Great War," comes "The Epic of Dixmude," being a chapter in the history of the Naval Brigade; Oct.-Nov. 1914, by Charles le Goffic, a copy of which has just reached "Bookseller and Stationer" from McClelland, Goodchild and Stewart. The work is illustrated and embellished with maps making it a valuable book for reference. In the same series "In the Field," 1914-15; being the impressions of an officer of Light Cavalry, has appeared and will be followed by "In the Dardanelles and Serbia, being notes of a French army doctor.

WOUNDED IN ACTION

Bugle Sergeant George Ernest Evans, whose home is at 431 Kippendavie Ave., Toronto, and who was formerly on the staff of the Copp, Clark Co., is now in hospital in France, owing to a gunshot wound. He went to the front with the third battalion of the first Canadian contingent, and first went to France in February, 1915. Suffering an attack of pneumonia he was sent back to England and got back to France in August. In Toronto he was a member of the Q.O.R., and was an expert shot, winning gold and silver medals and a shield. He is a native of London, Ont., and is 22 years old. His father is a Sergt.-major in the 95th overseas battalion.

Situation in the Wall Paper Trade

BETTER TASTE IN WALLPAPERS

Many influences are at work, quietly but surely, throughout the country, tending toward better taste in home decoration. While formerly the average person seemed to be content to live in a house that had no particular expression, and gave little thought to the selection of the wall coverings, a quite different attitude is shown toward the home to-day and even inexpensive bungalows and cottages have expression and charm.

The technical schools, art study clubs, the societies of applied art, exhibits of pictures and other objects of vertu, the lecture room and even the theatre are amongst the forces that are moulding public taste and awakening the people to a keen interest in their home surroundings.

The developments of better taste resulting from this interest may be made to stimulate the Wall Paper business if dealers and decorators will only recognize the conditions and meet them by showing papers that are in good taste and by suggesting the artistic use of such papers.

There is a great deal more satisfaction in selling to discriminating people than in supplying the wants of those who merely wish to secure goods at the lowest possible price, and there are much better business opportunities in it—in other words there is more money in it for the wall paper dealer.

ADVANCES IN RAW MATERIAL

Relative to the increase in the cost of producing wallpapers referred to in the May Issue, it is interesting to allude to influences which have brought about the advances.

As to dye-stuffs, the price of yellow dyes, reds, greens and blues have gone up several hundred per cent. while Barium chloride used as the base of all colors is quoted at almost five times the price of two years ago.

While dye-stuffs constitute a most important ingredient of manufacturing wall paper, the scarcity of paper is also responsible to a great extent for advanced costs. Crystals too are soaring in price, as are clay, zinc, bark extract, logwood, caustic soda, shellac, bronzes, varnishes, twine, wrappers, coal and in fact everything entering into the activities of the makers.

SINGLE OR DOUBLE ROLL?

By the single roll or the double roll do you quote the price of your Wall Papers? asks "Gilt & Glimmer." "What differences does it make?" you may enquire, it comes to the same thing in the end". So it does, but why is it that all the city stores and the sample book houses quote their prices per single roll? Did you ever stop to consider the reason of this? Simply, that to the consumer the lower figure quoted for the single roll sounds cheaper. Scientists call this the psychological effect of suggestion. Fifteen cents sounds much less than thirty cents even if your customer gets exactly twice as much wall paper for the higher price.

Now often customers ask rather embarassing questions as to why manufacturers put up wall papers in rolls and then call that roll two rolls, when it is actually only one roll. Every wall paper salesman who has quoted prices per single roll has been repeatedly asked this question and generally he is able to give a satisfactory explanation. French wall papers are usually put in rolls of 8 metres or about 8⅞ yards. The waste is so great that a room will take 18 or more rolls of French goods which could easily be papered with 14 rolls of wall paper put up by the Canadian method. The standard length of a roll of Canadian wall paper is 8 yards and two of these rolls are put up together into 16-yard bolts, which, in a room of ordinary height can be cut into five strips. If it were put up in single rolls of eight yards, you would get four strips from ten rolls thereby causing a wastage of one-fifth of the wall paper, and consequently requiring a fifth more for each room.

Therefore, do not place your wall papers at a disadvantage by quoting the price of them by the double roll. Your customers will soon get used to it, if they are not already familiar with this method of buying wall paper, and if you insist that your clerks invariably make use of this method, you will find that your prices will especially appeal to that class of trade where cost is the main object. Try it this coming season and you will find that you will not want to return to the double roll.

WALL PAPER IN SHOW WINDOWS

Here are a few pointers about Show Windows which may be useful to the Wall Paper Dealer.

First—Don't try to display all the goods in your store in one window at one time. Far better results can be obtained by having only a few patterns at a time, indeed one pattern only is often sufficient to produce good results.

Second—Change your window often—keep it talking—keep it active. This does not mean to change it every day, but don't allow it to grow stale, and the smaller the town the oftener you will need to change the windows.

Third—Suggest the use of each paper by means of a carefully printed card. Don't leave the public to guess—they often guess wrong.

Fourth—In the winter season, rich warm effects are always appreciated. In the spring bright florals and stripes are welcomed. It is also important to maintain harmony in your display.

Fifth—Don't use too much reading matter on your cards, nor use to many cards. Just a suggestion that catches the eye is all that is needed.

Sixth—Your window should attract attention and create a desire for the Wall Papers shown therein, and should bespeak for the store character, good taste and quality.

ADVANCE IN PRICE OF BURLAP

Burlap manufacturers both in Canada and elsewhere are troubled by the difficulty in securing raw material. Months ago the British Government placed an embargo on canvas and it became necessary for the exporter to secure a license before being able to ship from Great Britain. The reason for this was that the Allies require an enormous amount of canvas for sand bags; they also wanted to know where it was going, whether for their own people or to Germany and Austria, as there was no doubt that much of it was going to the enemy.

The result of this embargo is that manufacturers on this side of the Atlantic are greatly hampered for want of raw materials. Canvas has advanced tremendously since the war broke out and prices of other materials which enter into the manufacture of wall burlaps have likewise increased.

New Goods Described and Illustrated

CHARLIE CHAPLIN

In the Gabriel line being sold in Canada by Valentine's, is a new Charlie Chaplin book, giving twelve pages of mirth-provoking poses and funny episodes, showing "the man who makes the whole world laugh." The illustrations are done in anotone.

NEW IDEA IN SELF-FEEDERS

In a new self-filling pen patented by the Beaumel concern, of New York, a strip of hard rubber is used instead of metal for use in depressing the collapsible tube of rubber containing the ink. The idea is to avoid the corrosive action of the metal on the rubber and consequently assuring longer life for this rubber tube.

NEW COPYHOLDER

The Burns copyholder is a simple and low-priced contrivance which seems to be a very meritorious article, because it does its duty and has no thumb screws or springs, being adjustable to any angle, locking instantly. It is a product of the American Electric Co., of Chicago.

A NEW NUMBERING MACHINE

The Osborn Manufacturing and Novelty Company, of 105-7 Chambers Street, N.Y., is placing on the market a new six-wheel numbering machine with three movements—consecutive, duplicate and repeat. It is an all metal machine with metal figures, self-inking, dust and rust-proof. It will sell at a moderate price. The manufacturers' guarantee is given with every machine. The machine has a nickel-plated rosewood handle, and is packed one in a box, twelve in a container.

NEW LINE OF INK PELLETS

Retailers have been doing a big business in ink pellets with soldiers, and soldiers' friends. These are now being put on the market by The Reliance Ink Co., Winnipeg. They are put up in vest pocket tubes, each containing twenty-five pellets. It is only necessary to drop one in a fountain pen, add water and shake. The Reliance Ink Co. put these up in boxes, open at the front, and suitable for displaying on store counters.

A NEW RING BOOK

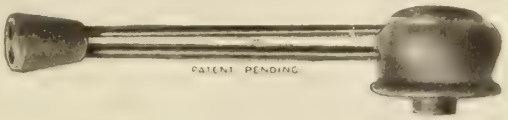
The Heinn Co., of Walkerville, Ont., have just added a new item to their line, this being a Fabrikoid Ring Book, the binding being flexible and of the appearance of leather. According to the makers it wears as well as leather, but costs much less. This book has automatic levers which permit the user to operate the rings without touching them. The book has a one-piece lining extending throughout the width of the cover and under the fixture and has patented fastenings by which the rings are firmly riveted, preventing them from working lose. Another feature of merit is a ring pressure mechanism so constructed that a strong binding grip is obtained.

NEW PENCIL SHARPENER

The English firm of Geo. Rowney & Co., who are extensive manufacturers of lead pencils have put out a new pencil sharpener called the Diana. The model is similar to recent productions in the way of pencil sharpeners, which have been put on the market by American manufacturers.

NEW FASTENERS

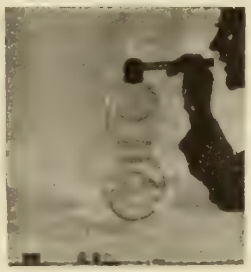
The "Sure-Loc" paper fastener is a new product of the Defiance Mfg. Co., of New York. The features of this new fastener are that they are flat and can be used over and over again. The same concern has put out a series of finger cots in different sizes to fit fingers and thumbs. These finger cots are useful in counting sheets of paper or money in any form, making for efficiency and sanitation.



WONDER BUBBLER



Cluster.



Chain.



Single.

An illustration is given here of a new item in the toy and novelty trade known as "The Wonder Bubbler." Illustrations are also given showing how this bubbler produces single, cluster and chain bubbles. Those who have witnessed vaudeville performances of professional "bubblers" will appreciate the vast amount of entertainment to be derived from acquiring proficiency in "bubbling" and who among us all is there who has not in those days of long ago derived pleasure in a much cruder manner in producing soap bubblers by means of using a common clay pipe? There is no question, therefore, but that this new and perfected bubbler will make a strong appeal and prove a popular article of merchandise in stores that feature toys and novelties.

In this suggestion, the writer would suggest the advisability of making this bubbler the feature of a window demonstration. It would be hard to conceive of an idea for that purpose that would prove so effective in stopping pedestrians at the window in which such a novel idea was being carried out. A boy would soon become sufficiently expert in bubbling to put on a creditable window performance.

A NEW INKSTAND

A new inkstand which has just been put out by the Cushman & Denison Co., is called the "Yukon." The front is beveled off to form an incline which allows the insertion of the pen at an angle, making it in reality a front dip inkstand. For this reason the "Yukon" inkstand may be inserted in the pigeon hole of a desk if desired and still be readily accessible. This new inkstand has another good feature in its pen-rack molded in the glass.

CAUSES OF PRICE ADVANCES DISCUSSED

(Continued from page 19)

take their places and fabulous figures have been paid for colors whenever they could be obtained. Some colors have sold as high as $30 and $40 per pound, while previous to the war any desired quantity could be obtained for from 25c to $1. Bleach has been sold as high as $14 per hundred pounds, alum from 4½c to 5c, where it was formerly 1c per pound.

Previous to the War, in 1913, Canada imported $8,000,000 worth of paper, which to-day is practically cut-off for two reasons: first, Great Britain has no paper to export; and second, the United States manufacturer is getting a higher price than the Canadian manufacturer is asking.

This cutting off of imports, and the fact that Canadian concerns, who previously bought advertising and other printed matter in Great Britain and the United States, are now purchasing in Canada, has increased the demand on the Canadian paper manufacturer tremendously. On account of the uncertainty of the market on raw materials, labor, and the greatly over-sold condition of the product of Canadian mills manufacturing book, writing, etc., they refuse to make contracts for other than immediate requirements, and are meeting the abnormal demand by "playing" no favorites, each mill taking care of its own customers as well as possible, and trying to supply them with the same tonnage as supplied previously to the present unsettled conditions. With the mills unable to cover themselves for their supply of raw material at any definite price into the future, they in turn refuse to give prices on their product, but are selling at the market on date of delivery.

The Outlook and Our Common Duty

How long the present conditions of the paper market will continue is very problematic. Some of the larger mills think that matters will smooth out within the next six months, but it is doubtful if they will be able to obtain any relief until after the War.

The Department of Trade and Commerce at Ottawa has circularized the homes of Canada to save waste paper and rags, as it is hoped by this means to assist greatly in supplying the mills with an increased quantity of material.

It is the duty of the printer, lithographer and allied paper trade to co-operate and conserve all their waste, and see that it goes toward the relief of Canadian mills, as this material can be used in the manufacture of book and writing paper, and tends to diminish the demand on sulphite pulp, which is very scarce at the present time.

Some Elements of Increased Costs

Editor, "Bookseller & Stationer"
Toronto.

Dear Sir:

Referring to the many articles that have appeared lately in trade magazines pointing out the various causes that have contributed to the present high price of paper, the trade generally are now well aware that the advances have been absolutely necessary.

As paper is one item which enters very generally into many lines handled by the Stationer, naturally a great many lines have increased in cost, in fact, the various sundries handled by the average Stationer are practically all affected in one way or another by present increases in manufacturing cost.

It is true that some lines have not been advanced by the manufacturers and jobbers as much as one would naturally expect under present abnormal conditions. This is accounted for to a large extent owing to the fact that when a manufacturer finds that he must necessarily advance his prices somewhat to cover increased cost, it is usual to go carefully through factory dockets and ascertain the actual cost of producing certain articles under present conditions.

When this is done it is sometimes found that improved methods have reduced certain parts of the cost of production, and when the total net cost is figured, it may be that the actual necessary advance in price is only slight. It also has to be borne in mind by the manufacturer that it is desirable to produce lines that can be retailed at certain popular prices, and although under present conditions this is impossible in some instances, the desire to do this has resulted in manufacturers being satisfied with a very narrow margin of profit on some lines.

As considerable has already been written regarding the conditions which manufacturers and jobbers have to contend with, the question arises "Does the average dealer realize how much the percentage of his increased cost of doing business amounts to at the present time, as compared with normal conditions?"

From conversations we have had with some of the trade, we are inclined to think that a dealer is apt to consider that the actual increase in the invoice price of an article represents the net increased cost of delivering such an article to his customer, but a little careful consideration will prove that this is far from the actual fact. Take for instance, the increased cost to him of various items affecting his business, all of which must be considered an increased cost of the goods he sells. A few of these we are all familiar with, such as War Tax, increased postage, etc. Added to this, every dealer is well aware that his private living expenses have been increased considerably. All of these we think may fairly be considered as increased overhead cost of doing business, and we think it is only fair that a dealer should expect to at least get sufficiently more for his goods to cover his actual increased cost.

There are certain lines handled by Stationers, the cost of which doubled and in some instances trebled, and we know of instances where goods of this class have been sold quite recently at prices based on actual cost, although the present market price may be two or three times what they were under normal conditions.

This raises the question "Should not the cost of an article in stock be considered—what it would cost to replace it." This, we consider, is particularly the case with goods that at the present time are practically impossible to procure at any price, and as many items are sold at an extremely low margin of profit, we think this point is well worth considering by dealers generally.

From present indications, there may come a time when it will be impossible, for a certain period anyway, to get many lines of goods handled by the average Stationer, and if this should prove to be the case, and sales should fall off accordingly, Stationers must remember that overhead costs of doing business will not be reduced.

While we do not consider it proper to advance prices generally more than is actually necessary to show a proper margin of profit, still there are some lines that we feel it advisable for dealers to consider what the present market prices are as compared with what goods actually in stock have cost them, and use own judgment as to what their selling price should be.

We feel that a little careful consideration of this matter is advisable, and trust that the result will be beneficial to the trade generally.

Yours truly,
THE BROWN BROTHERS, LIMITED.
per G. E. Roden.

WELDON ROBERTS RUBBER ERASERS

"We find all your erasers are very good sellers."

So a customer writes us, and we have letters—all unsolicited—from many others, frankly acknowledging the excellence and superiority of the W R Erasers.

The name WELDON ROBERTS on Rubber Erasers is the MARK and the GUARANTEE of the *finest quality*

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

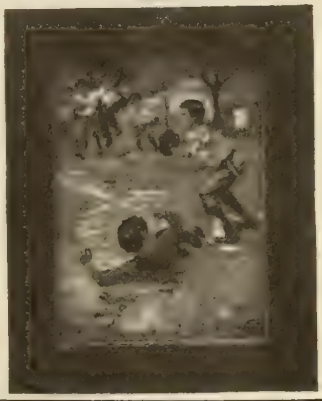




WESTERN MADE



WESTERN MADE



BE SURE YOU HAVE ENOUGH SCRIBBLERS

We have more than fifty designs similar to these illustrations.

Write now for prices. The cost of paper is advancing every day. An extra supply purchased now means money in your pocket.

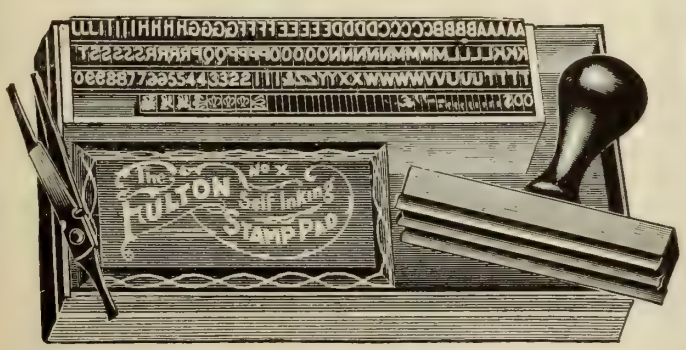
Western merchants: Order from Winnipeg, and lessen your transportation charges.

Clark Bros. & Co.

LIMITED

WINNIPEG EDMONTON

YOUR STOCK OF FULTON SPECIALTIES



you'll find will be small, if not all gone, at inventory time. So get out your orderbook and let us replenish your stock.

WE ARE THE MANUFACTURERS OF

Sign and Price Markers, Adjustable Rubber Type, Business and Office Outfits, Juvenile and Toy Printing Sets, Self-Inking Felt Stamp Pads, Non-Blurring Wood Pads, Elite Pads, Daters and Numberers. These goods mean

Certain Profits and Regular Customers.

If you never handled our line, write for catalogue. It will show you that we study your wants and plan for you.

FULTON SPECIALTY COMPANY

128 FULTON STREET, ELIZABETH, N.J.

WILL NOT SMOOCH



No. 358—1-oz. Cylinder

In pen and ink drawings lines made with

Carter's Liquid India Inks

can be crossed at once without smooching.

If you ever need an ink to use on leather, trunks, tags, etc., that penetrates quickly, dries immediately and is waterproof, try

Carter's.

Best for architects, draughtsmen and artists. Made in 13 colors.

THE CARTER'S INK CO.
356 ST. ANTOINE ST. MONTREAL, QUE.

SPENCERIAN STEEL·PENS

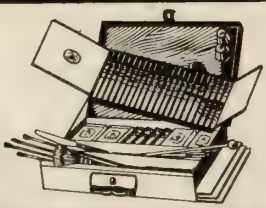
Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

3 TRADE WINNERS

The Dark Forest

By Hugh Walpole, $1.35

Out of Russia, where Hugh Walpole has been for a year with the Russian Red Cross, comes this strange, wonderful, exotic book, containing an inexplicable treasure of beauty—the glamor of the Russian forest, the scent of blossoming orchards, the wistful heroism of young Russian soldiers. Walpole has succeeded in re-thinking the Russian novel. Mystical, poetical, spiritual. There are scenes that are the most vividly realized moments of which Walpole has ever written! Scenes which the Westminster Gazette calls "the equal of the most dramatic passages in English fiction."

German Atrocities

An Official Investigation

An appalling indictment against a nation and its governors, forming a convincing and terrible record of the acts committed by the Germans in both France and Belgium, including eighty new and unpublished documents, a critical analysis of the remarkable German White Book on the alleged atrocities in Belgium, and a verbatim reprint of the semi-official article by Professor Morgan, which appeared in the Nineteenth Century.

Popular Cloth Edition - - Price 75 cents

The Lightning Conductor Discovers America

By C. N. and A. M. Williamson, $1.35

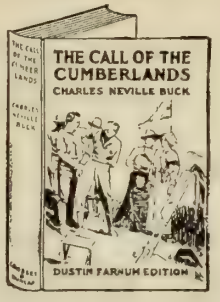
Re-enter Jack Winston—late The Lightning Conductor, now invalided in America from service in France, together with the very attractive lady, formerly Molly Randolph, and other delightful characters.

Displays and Imprinted Postcards now ready. Special Plans for New England Dealers.

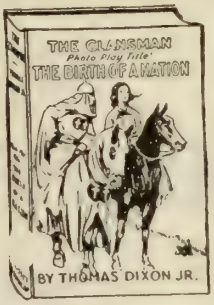
The Musson Book Co. Limited

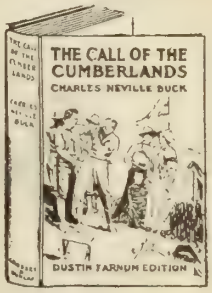
17 Wilton Avenue - Toronto, Canada











GROSSET & DUNLAP, 1140 Broadway, New York

Largest Publishers of Photoplay Books

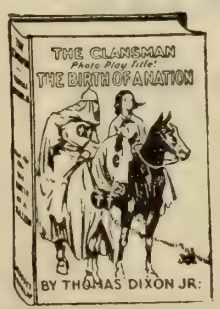
POPULAR COPYRIGHT EDITION

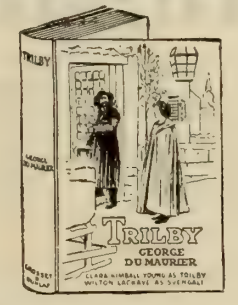
Attractive cloth bound volumes, nearly all of which are illustrated with photplay scenes and have wrappers in colors

TO RETAIL AT FIFTY CENTS A COPY

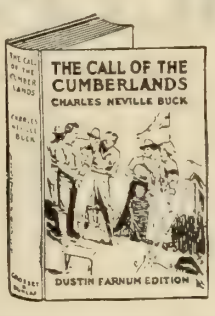
Black Box, The.....E. Phillips Oppenheim
Call of the Cumberlands, The (Dustin Farnum Edition), Chas. Neville Buck
Call of the North, The.....Stewart Edward White
Captivating Mary Carstairs.Henry Sydnor Harrison
Catspaw, The.....William H. Osborne
Chip of the Flying-U.....B. M. Bower
Christian, The.....Hall Caine
Circular Staircase, The.....M. R. Rinehart
Clansman, The.....Thomas Dixon, Jr. (Birth of a Nation Photoplay Title)
Damon and Pythias, The Story of....Albert Payson Terhune
David Harum..... Edward Noyes Westcott
Eagle's Mate, The.....Anna Alice Chapin
Eternal City, The.....Hall Caine
Fool There Was, A.....P. Emerson Browne
From the Valley of the Missing.....Grace Miller White
Garden of Lies..... Justus Miles Forman
Gentleman from Indiana, The.... Booth Tarkington
Girl of the Golden West, The..... David Belasco
Goose Girl, The..... Harold MacGrath
Graustark..... George Barr McCutcheon
Heart of the Blue Ridge..... Waldron Baily
High Hand, The..... Jacques Futrelle
House of a Thousand Candles, The.....Meredith Nicholson
In the Bishop's Carriage.....M. Michelson
In the Palace of the King.....F. Marion Crawford
Jack Chanty..... Hulbert Footner
Key to Yesterday, The..... Charles Neville Buck
Lion and the Mouse.....Klein & Hornblow
Littlest Rebel, The.....Edward Peple
Lola..... Owen Davis
Lure of the Mask..... Harold MacGrath
Madame X..... Bisson and McConaughy
Master Key, The..... John Fleming Wilson
Million Dollar Mystery, The.....Harold MacGrath
Mistress Nell..... Geo. C. Hazelton
Morals of Marcus, The..... William J. Locke
One Wonderful Night..... Louis Tracy
Opened Shutters..... Clara Louise Burnham
Salomy Jane's Kiss..... Bret Harte
Satan Sanderson..... Hallie Erminie Rives
Squaw Man, The.....Faversham and Royle
Shooting of Dan McGrew, The.....Dana
Stop Thief.....Carlyle Moore
Tess of the Storm Country.....Grace Miller White
Trey O' Hearts, The.....Louis J. Vance
Trilby..... George DuMaurier
Under the Crescent..... Nell Shipman
What Happened to Mary.....Robert C. Brown
Woman, The.....Albert Payson Terhune

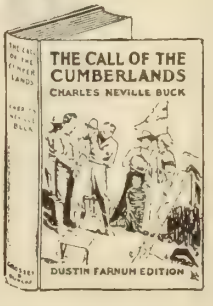
When you have read the article, "Co-operating With the Movies," in this issue, use this list for ordering moving picture books for your display and sales.





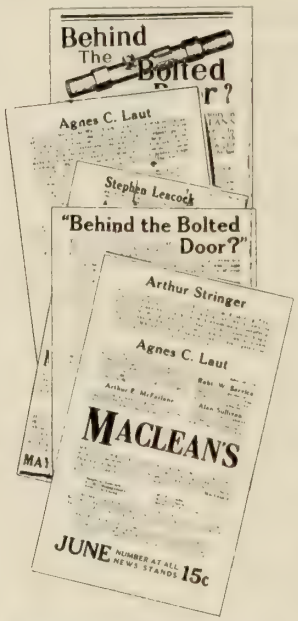






Booksellers—
a word with you

PRIMARILY, you are concerned with profits. Well, MACLEAN'S MAGAZINE pays you as well as any other magazine. But there is something more than profits which you should take into account. We put it to you:—Haven't you some responsibility as well? You know as well as anybody that many of the American Magazines sold in Canada are publishing very questionable stories. To be plain about it, many of the stories are positively dirty. They are worse, for they are vicious. They appeal to a certain type of mind, and not a very good type. Now MACLEAN'S, by contrast, is clean and white. This fact should have some weight with you in giving prominence to magazines in your windows and on your counters.



These advertisements have had the effect of swelling the sale of MACLEAN'S ten times greater than the records of a year ago—news-stand sales, that is. So you see that we are making money for the booksellers of Canada.

Advertised all over Canada

You know from our correspondence with you that we are advertising MACLEAN'S in upwards of 150 of the daily and weekly newspapers of Canada—not advertising for subscriptions, but to send magazine buyers to your store to be supplied. When we induce buyers to go to you to buy MACLEAN'S, the chances are that these persons will buy something else. But whether they all do or not, it means that we have done something of real value for you. Let this weigh with you when throwing your influence on the side of particular magazines.

Stringer, Miss Laut, Leacock, McFarlane, Service, Sullivan

Here is something else that ought to win your approval: We are making a real Canadian magazine—securing the very best living Canadian writers to contribute to **MacLean's**—see the names above. You know that these writers are paid large sums for their work. They are favoring us by selling to us at all, for often they make some sacrifice—for Canada's sake, the sake of the land of their birth or adoption. Won't you be equally patriotic—and give favor to the Canadian MACLEAN'S?

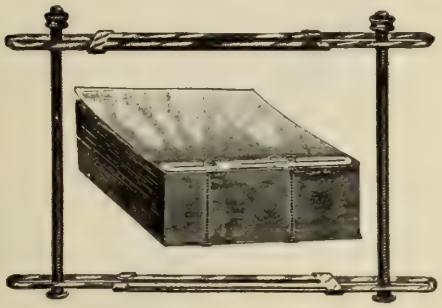
BUT above every other consideration, this should weigh with you: MACLEAN'S MAGAZINE has reading quality in its pages. Match it alongside of any other magazine you sell, and regard its genuine interest, from the readers' point of view, and we are confident that you will say that it will live longer in the hands of Canadians of the right type of mind than any other magazine published—this because it is **made for Canadians.**

MacLean's Magazine
for July

MACLEAN'S MAGAZINE is promoting Canadian industry—making for the prosperity of the Canadian manufacturers and others who use it as an advertising medium. And the more this country prospers, as a whole, and as to its parts and individual communities and firms, and the men and women employed in Canadian industry, the more you, as a retail bookseller, prosper. And so for these and other reasons we say this to you: Give MACLEAN'S large prominence in your display of magazines, and give it your favor when making recommendations.

To everyone who uses a Loose Leaf System you can sell the

"F-B" Loose Leaf Holder



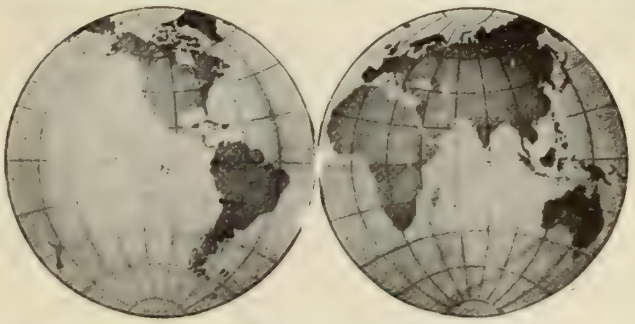
Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**



THE MARK OF AMERICA'S QUALITY BLOTTING

"WORLD" BLOTTING has set the standard for quality for over thirty years. Wherever sold it gives the satisfaction that creates complete customer confidence.

The popularity of "World" Blotting is due to its **Absorbency, Durability and Color.** It's 100% pure cotton fibre.

We have many other cheaper grades. All our values are the best to be had at the price.

WRITE FOR PARTICULARS.

The Albemarle Paper Mfg. Co.

Makers of Blottings Exclusively
RICHMOND, VA., U.S.A.

Act Upon This Suggestion Without Delay

By its very nature this BUYERS' GUIDE department of Bookseller and Stationer, is one which is frequently referred to by both the stationery jobbers and retail dealers throughout Canada.

It is FOLLY for any concern of importance catering to the stationers and book trade of Canada to fail to take advantage of the highly effective means of advertising afforded by the use of one of the BUYERS' GUIDE spaces, 2¼ x 1½ inches, for $25 a year, which based on the cost per province, represents an appropriation of less than $3 per annum for each of these provinces.

Manufacturing and wholesale concerns not already using this department are urged to send in copy so that the first insertion of their advertising may appear in the next issue.

BOOKSELLER & STATIONER
AND OFFICE EQUIPMENT JOURNAL
143 UNIVERSITY AVENUE TORONTO, CANADA

BRITISH firm of Book Publishers, gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to co-operate. Write: Books, care of BOOKSELLER AND STATIONER, University Avenue, Toronto.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

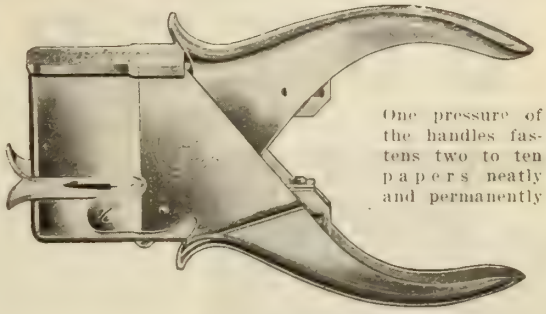
- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.



One pressure of the handles fastens two to ten papers neatly and permanently

BUMP

The New Paper Fastener

THIS device is the talk of the busy office man who appreciates a 20th century office necessity.

We are creating a demand from the consumer for the Bump Fastener by our publicity campaign.

It is up to you to take advantage of this condition by having a supply on hand.

Let us send you fuller particulars and prices.

BUMP PAPER FASTENER CO.

LA CROSSE, WIS.

Canadian Agents: W. J. Gage & Co., Limited.

PATRIOTIC SONGS

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. 75,000 copies sold - - - - - - - - - - 15c

By Order of the King. A new song by the same composers. 10,000 sold - - - - - - - - - 15c

I'll Not Forget You, Soldier Boy. A very popular new song - - - - - - - - - - - 15c

Our Own Canadian Boys - - - - - - - - 15c

Soldiers of the King - - - - - - - - - 15c

Call of the Motherland - - - - - - - - 15c

There's a Fight Going On—Are You in It? New - 15c

You Bet Your Life, We All Will Go. New - - 15c

These songs will appeal to the popular trade. Good profit to dealers.

ANGLO-CANADIAN MUSIC CO.

144 VICTORIA STREET — TORONTO, ONTARIO

Jost "Elite" Greeting Cards and Art Calendars

EXCLUSIVE ideas and designs in Xmas Greeting Cards, hand-made and hand-colored.

HAND-Colored Photo Art Calendars, etc.

Special lines of Greeting Cards made to order from customers' designs.

NEW lines will be added later and samples sent to all interested parties.

"KOMIQUE" Calendars are absolutely new.

Special prices on large lots and samples free to the trade. Correspondence solicited.

J. H. JOST, - Halifax, Canada

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic

Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Packard
BROTHERS
MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company
85 Fulton Street, New York City
carry a large stock of
German, French, Spanish and Italian Grammars
of the
Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade



Wonder Soap Bubbler
Blows Double, Chains, Clusters, Etc.
INDESTRUCTIBLE. PROFITS 80% to 100%
Write for Samples and Prices
BRADWAY NOVELTY CO.
1 West Broadway, - NEW YORK CITY

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.
The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Birn Bros., 266 King St. W., Toronto.
British-Canadian Publishing Co., 35 Church St., Toronto.
J. H. Jost, Halifax, N.S.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.

CODE BOOKS.
The American Code Co., 83 Nassau St., New York.

CRAYONS.
American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES
Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

ERASERS.
St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.
Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.
The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.
American Pencil Co., New York.
Eberhard Faber Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.
The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE
OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.
342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

We can serve you for

Printing
Stationery
Bookbinding
Loose Leaf Ledgers
Embossed Letterheads

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

BUYERS' GUIDE

SCHOOL RULERS

A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.

Silver Springs, N.Y.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
D. Harper & Co., 258-262 Holloway Road, London, Eng.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

MILITARY SPECIALTIES

Geo. Clark, Southam Bldg., Montreal, Que.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Bump Paper Fastener Co., La Crosse, Wis.
Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

SCHOOL AND OFFICE RULERS

Lucas-Tuttle Mfg. Co., Silver Springs, N.Y.
Wescott-Jewell Co., Seneca Falls, N.Y.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Smith, Davidson & Wright, Vancouver, B.C.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W. Toronto
Spencerian Pen Co., New York, N.Y.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TOYS AND GAMES

A. C. Gilbert Co., New Haven, Conn.
Modellit Mfg. Co., 19 Brunswick St., Bristol, England.

TYPEWRITER RIBBONS AND CARBONS.

Hittag & Volger, Park Ridge, N.J.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

Morton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by

THE MORDEN MFG. CORPORATION

Waterbury, Conn.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst. Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

POST CARDS, GREETING CARDS, ETC.

Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Hildesheimer, Ltd., 93, Clerkenwell Road, London, E.C.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.
Pugh Specialty Co., 38-42 Clifford St., Toronto.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Chappell Co., 1348 Yonge St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.



THE O. K. MANUFACTURING CO., SYRACUSE, N. Y.

Stationers' Specialties. Sole Licensors and Makers of

The "WASHBURNE" Patent "O.K." Paper Fasteners
The "SANITARY" Patent Erasers
The "RIES" Patent Letter Openers

O.K. TRADE MARK REG. U.S. PAT. OFFICE

CLASSIFIED ADVERTISING

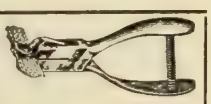
Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

BOOKS—ALL OUT OF PRINT BOOKS supplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

TICKET and CONDUCTOR PUNCHES



THE BEST MADE

THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

BRITISH FIRM OF BOOK PUBLISHERS gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to cooperate. Write: Books, care of Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

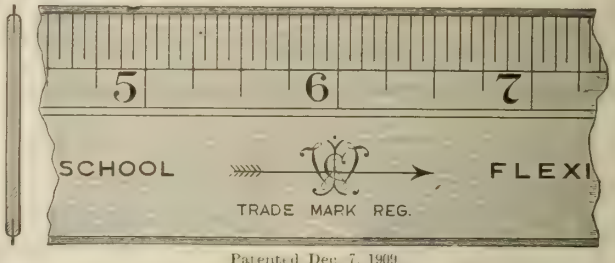
Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

RULER MAKERS EXCLUSIVELY

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

Our Typewriter Ribbons and Carbons are Superior



The surest proof of the truth of this claim of ours lies in the fact that big sales are always a characteristic of Mittag and Volger lines. This popularity is a direct result of the "QUALITY BEFORE PRICE" policy which we have always aimed to carry out.

It is to your interest to investigate the merits of MITTAG AND VOLGER TYPEWRITER RIBBONS AND CARBONS. They are both real good selling lines, and the top-notch satisfaction they'll give your customers is bound to react favorably to your business in general.

Ask for our catalogue. Learn of our attractive terms to the trade.

Mittag & Volger, Inc.

Principal Office and Factories:

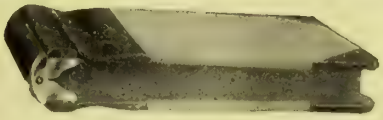
PARK RIDGE, - N.J., U.S.A.

BRANCHES: NEW YORK, 261 Broadway; CHICAGO, 205 W. Monroe St.; SAN FRANCISCO, 35 Montgomery St.; CLEVELAND, 2119 East 9th St.; ST. LOUIS, Laclede Bldg.; LONDON, 7 and 8 Dyers Bldg., Holborn, E.C.

Agencies in every part of the world—in every city of importance.

NATIONAL

HOLYOKE



Loose Leaf Ledger

A durable low-priced ledger, in sizes suitable for various lines of business. The frame consists of three pieces of pressed steel. The mechanism is very simple. Two capacities: 1¼ inch, for 200 to 325 sheets; 2 inches, for 350 to 625 sheets, with index. Bound in corduroy with red cowhide back and corners, gold-tooled. A handsome book that can be sold at a reasonable price.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

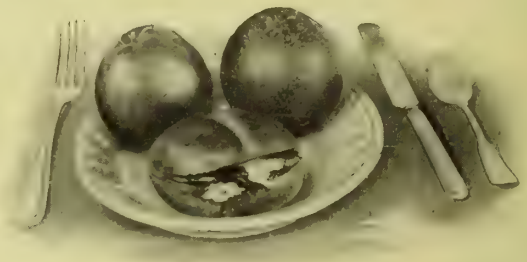
Buntin, Gillies & Co.
HAMILTON LIMITED CANADA

Picnic Time Is Here

Remind your customers by an attractive display of Outing Goods. Let us suggest the following:







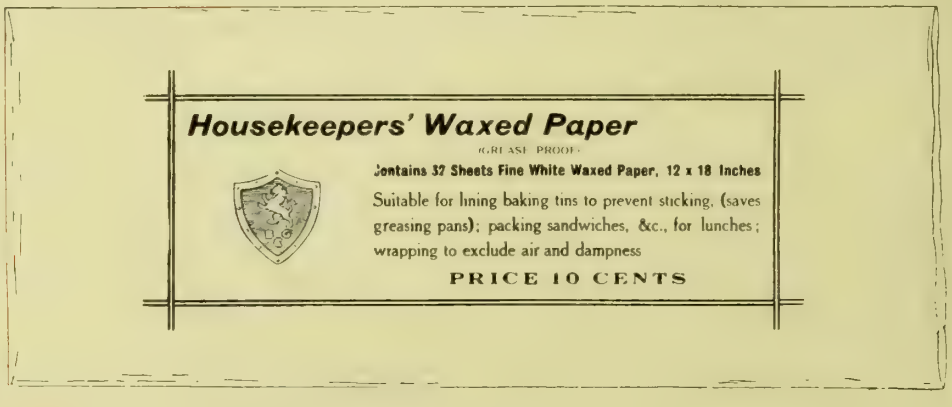
Paprus Moulded Pulp Plates— Eight inch, and five inch for serving ice cream, etc. These are the cleanest, strongest and cheapest plates to be had. In 5c and 10c packages in both sizes, also 9 inch in bulk only.

Lily Paper Cups are sanitary, inexpensive and easy to carry. Made of waxed paper throughout. Sold in 5c original packages, and in tubes of 100 cups.

Handy Picnic Packages, a transparent tissue envelope containing one white crepe tablecloth, and twelve pure white doilies. Solves the dust problem. (Tablecloths are also sold separately.)

Crepe Table Napkins in dainty fast color floral and patriotic designs, and in pure white. Sold also in ten cent packages of eighteen.

Lace Paper Doilies— Various sizes and designs. Supplied in four distinct styles of packing.



Waxed Paper for wrapping lunches, etc.—
"Household" package—24 sheets—12 x 18 (extra quality) to retail at 10 cents.

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

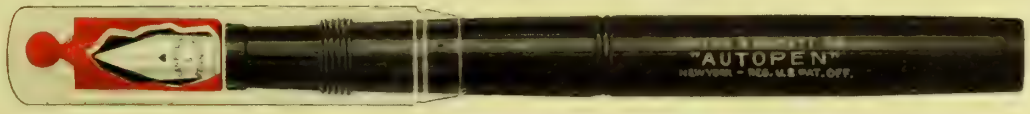
The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, JULY, 1916 No. 7



Sanford & Bennett Autopen



The Keystone of Our Pen Business

A business, like a building, needs a keystone. Our keystone is: Superior Fountain Pens at Sensible Factory Prices. The imprint of Sanford & Bennett on a fountain pen guarantees its excellence, and is a pledge of satisfactory service. Nevertheless, our prices are based on the cost of the pens—dealers are not charged for the reputation of the name.

Sanford & Bennett FOUNTAIN PENS

are superior in every way—in quality of materials, workmanship, mechanism and faultless writing—maximum fountain pen value at minimum factory cost. Made so superior—sold so low—that many dealers have found an unexpected demand for fountain pens, after selling the S & B Autopen, and the S & B Gravity-Stylo. A postal request will bring dealers our price list and discount sheet.

Sanford & Bennett Co.

51-53 MAIDEN LANE, NEW YORK

W. E. COUTTS, Canadian Sales Agent, 266 King St. West, TORONTO, ONT.



Sanford & Bennett Gravity-Stylo





Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL
PANAMA-PACIFIC EXPOSITION

This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

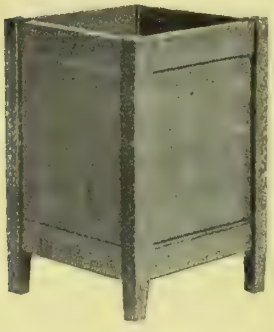
It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by ourselves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK

You will sell a lot of these—they are unusual and very attractive.



Globe Box or Letter Files
Pigeon Hole Boxes
Newspaper Files
Statement and Envelope Distributors
Legal Blank Cases
Desk Stationery Racks
Legal Envelopes and Binders. Manila and Near-leather
Board Clips and Arch Files
Desk Trays
Desk Pads
Desk Card Index Files
Desk Vertical and Document Files
Banker's Note Cases
Etc.

The Globe Waste Paper Basket here shown is made of Quarter Sawed Oak and Genuine Mahogany. Handsome and dignified in the extreme, these attract the eye and sell readily wherever shown. Why not try them out in *your* store.

Here are some other Globe lines, all of high-grade quality:

The Globe-Wernicke Co. Ltd.
STRATFORD, ONTARIO



Engraved Surface, 15 in. × 10¾ in.

Mounted, 25 in. × 20 in.

Price each, 1/4 (less 50 %).

PHOTOGRAVURE
PORTRAIT SERIES

of our favourite Heroes:

Admiral Sir J. hn Jellicoe
Admiral Sir G. A. Callaghan
Vice-Ad. Sir David Beatty
Rear-Ad. Charles Madden
F.M. Earl Kitchener, K.G.
General Sir Douglas Haig
F. M. Viscount French
Gen. Sir H. Smith-Dorrien

S. HILDESHEIMER & Co., Ltd.,
96, CLERKENWELL ROAD, LONDON, E.C.,
ENGLAND.

S.H.&Co LIMITED

QUALITY FIRST — SERVICE SECOND — PRICE THIRD—

We have these three principal requirements in Loose Leaf

AND ONE MORE

Every part, including Metals, is MADE IN CANADA and made RIGHT by a Strictly Canadian Company.

WE SELL ONLY THROUGH THE TRADE

LUCKETT'S STERLING LINE

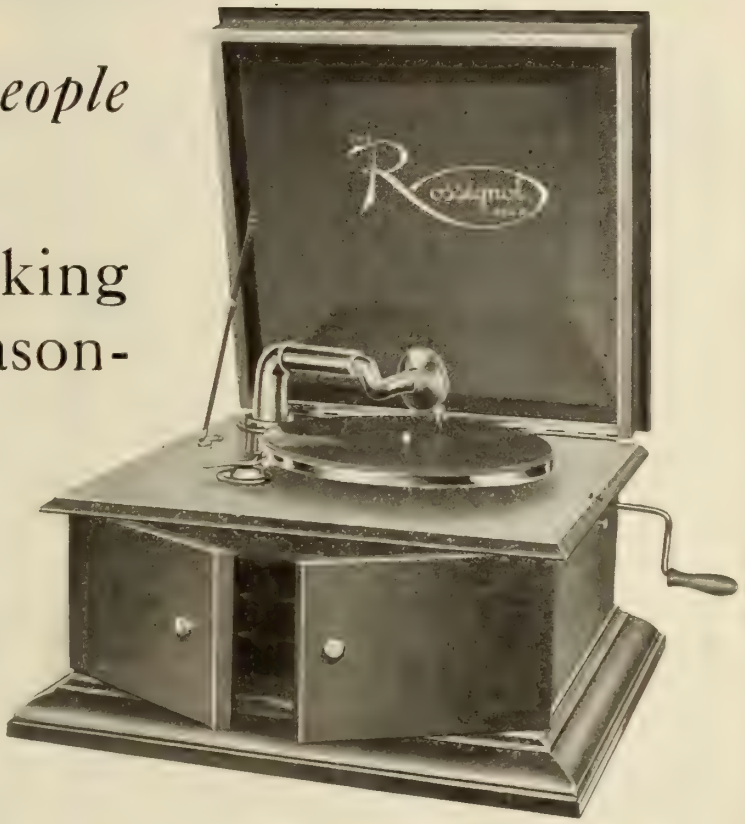
LUCKETT LOOSE LEAF, LIMITED
215-219 Victoria St. Dept. S. Toronto, Ontario

LUCKETT'S STERLING LINE

Just what the people are looking for

High-grade Talking Machines at reasonable prices.

THE "ROSSIGNOL" TALKING MACHINE is the result of several years' experimenting with a view to producing a strictly high-grade machine at a popular price.



Model C. 19 x 19½ inches. Height 24½ inches Oak or Mahogany. Factory Price, $15.00

Do not confound the "ROSSIGNOL" with the ordinary cheap talking machine. The careful attention paid to each detail of its construction guarantees the purchaser a machine satisfactory in every respect. It features the adjustable tone arm and sound box adapted to play disc record of any make.

Illustrated are just a few of the many "ROSSIGNOL" models. Their attractive appearance and full, rich tone will immediately captivate every prospect.



Model A—Factory Price, $7.50

Write for particulars of our selling agency, and information re our contract order, and free local newspaper advertising. A postcard will do.

Model B
Oak or Mahogany



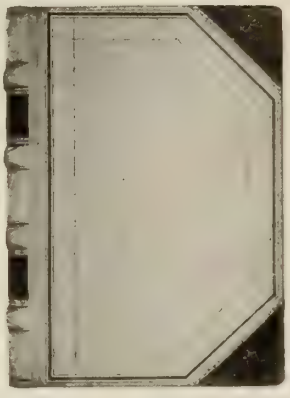
The Rossignol Talking Machine Co.

51 St. Paul St. West, Montreal

WE MAKE AND KEEP FULL STOCK

BLANK BOOKS

OF EVERY DESCRIPTION, SIZE AND STYLE
PAPER, MATERIAL, WORK
MADE IN CANADA



MEMORANDUM BOOKS—Our Specialty
Splendid Assortment—
Finest Make—Not Excelled.

**LOOSE-LEAF LEDGERS,
BINDERS and SHEETS**



SIMCOE PHOTOGRAPH ALBUMS
A Big Holiday Line—Complete
Range—All Sizes and Bindings.

DAILY OFFICE DIARY, 1917
Now in progress—Ready in July—
Order in time.

BROWN BROS., LIMITED
WHOLESALE STATIONERS
Simcoe and Pearl Streets, TORONTO

NELSON'S HISTORY of THE WAR
BY JOHN BUCHAN

PRICE 45c
A VOLUME

NOW ON SALE

VOL. 12.

The Retreat from Bagdad, the Evacuation of Gallipoli and the Derby Report.

READY IN 4 WEEKS

VOL. 13.

The Position at Sea, the Fall of Erzerum, and the Battle of Verdun.

ALL BACK VOLUMES ARE IN STOCK

THE OFFICIAL
Handbook for Girl Guides
or "How Girls may help build the Empire," by Miss Baden-Powell and Sir R. Baden-Powell.

Protective Wrappers, 472 pages and several blank memorandum sheets.

PRICE 35 CENTS NET

THOMAS NELSON & SONS
LIMITED
TORONTO

What CANADA says about

VENUS 10¢ PENCIL

HERE are typical letters showing that the famous VENUS pencils are highly appreciated in the Dominion. These letters show you why *you* should be certain that your stock includes VENUS, the perfect pencils, offered in 17 degrees of black lead, and hard and medium copying.



From a prominent MONTREAL firm:

"We cannot help rising to make a few remarks about your VENUS DRAWING pencils. It is a perfect pleasure to distribute goods like these. They are easy to sell, they stay sold, they mean repeat orders and satisfied customers. We consider it the best pencil on the market to-day."

A leading TORONTO house reports:

"We attribute our increased sales on VENUS pencils principally to real merit of the goods.

"We have handled several lines of so-called high-grade pencils, but in our estimation the quality of the VENUS line is unexcelled. In grading we consider them absolutely perfect. We have yet to receive a single complaint regarding VENUS pencils."

HALIFAX says this:

"We have been selling the VENUS DRAWING Pencils for some time and find that they give satisfaction wherever used. We have no hesitation in recommending these pencils as being in the front line."

THESE pencils are in demand. People who have used them do not care for substitutes. Look over your stock. Keep a complete line so as to be able to satisfy everyone. Write us to-day for latest catalog and prices.

American Lead Pencil Co.

220 Fifth Avenue, New York

and Clapton, London, Eng.

*Makers of the celebrated Blue-Band Velvet 5c. Pencil, Venus Erasers, and Milo Rubber Bands.

PROFITABLE BOOKS FOR SUMMER SALES

LIST 35 CENTS

Liberal Trade Discount

In this Series the most popular books of the Authors mentioned are issued in the publishers' best style. Each is strongly bound in cloth, and printed on good paper in an artistic type, which gives distinction to the volumes.

A Tall Ship	"BARTIMEUS"
The Two Carnations	MARJORIE BOWEN
Tuxter's Little Maid	G. B. BURGIN
The Kangaroo Marines	CAPT. CAMPBELL
	Author of "Private Spud Tamson"
The Red Saint	WARWICK DEEPING
Return of the Petticoat	WARWICK DEEPING
The House of Spies	WARWICK DEEPING
Red Harvest	NEWMAN FLOWER
Is God Dead?	NEWMAN FLOWER
King Solomon's Mines	H. RIDER HAGGARD
The Wanderer's Necklace	H. RIDER HAGGARD
Child of Storm	H. RIDER HAGGARD
Marie	H. RIDER HAGGARD
Morning Star	H. RIDER HAGGARD
The Spanish Jade	MAURICE HEWLETT
The Woman of Babylon	JOSEPH HOCKING
My Lord Duke	E. W. HORNUNG
Peter Piper	DORIS EGERTON JONES
Fatal Fingers	WILLIAM LE QUEUX
The Money Spider	WILLIAM LE QUEUX
Sir Gregory's Silence	A. W. MARCHMONT
The Double Four	E. PHILLIPS OPPENHEIM
The Virgin Fortress	MAX PEMBERTON
Millionaire's Island	MAX PEMBERTON
The Giant's Gate	MAX PEMBERTON
Captain Black	MAX PEMBERTON
Kronstadt	MAX PEMBERTON
Red Morn	MAX PEMBERTON
The Woman in the Bazaar	ALICE PERRIN
Trench Yarns	"PETER"
A Daughter of the Storm	CAPT. F. H. SHAW
Atlantic Nights	CAPT. F. H. SHAW
Catriona	R. L. STEVENSON
The Master of Ballantrae	R. L. STEVENSON
Kidnapped	R. L. STEVENSON
Treasure Island	R. L. STEVENSON
Under the White Cockade	HALLIWELL SUTCLIFFE
Thoughts and After-Thoughts	SIR H. BEERBOHM TREE
The Flame	OLIVE WADSLEY

Ready Shortly

THE LITTLE NUN

The Diary of one of Belgium's unhappy victims. Cloth, Net, 35c.

THE DAY AND AFTERWARDS

Recent speeches delivered by the Right Hon. W. M. Hughes, Prime Minister of Australia. Cloth, Net, 50c.

How is your stock of

THE ANZAC BOOK

Written and pictured by the AUSTRALASIANS in the Dug-outs of Gallipoli.

Edited by CAPT. C. E. W. BEAN

(Official War Correspondent to the Australian Commonwealth.)

With 12 Coloured and 30 Half-tone Plates. Stiff Paper Covers. 140 Pages - - - - - **Net, $1.00**

Watch for our new, complete catalogue, ready in a few days.

CASSELL & CO., LTD.

PUBLISHERS

55 Bay Street ∴ Toronto, Canada

3 TRADE WINNERS

The Dark Forest

By Hugh Walpole, $1.35

Out of Russia, where Hugh Walpole has been for a year with the Russian Red Cross, comes this strange, wonderful, exotic book, containing an inexplicable treasure of beauty—the glamor of the Russian forest, the scent of blossoming orchards, the wistful heroism of young Russian soldiers. Walpole has succeeded in re-thinking the Russian novel. Mystical, poetical, spiritual. There are scenes that are the most vividly realized moments of which Walpole has ever written! Scenes which the Westminster Gazette calls "the equal of the most dramatic passages in English fiction."

German Atrocities

An Official Investigation

An appalling indictment against a nation and its governors, forming a convincing and terrible record of the acts committed by the Germans in both France and Belgium, including eighty new and unpublished documents, a critical analysis of the remarkable German White Book on the alleged atrocities in Belgium, and a verbatim reprint of the semi-official article by Professor Morgan, which appeared in the Nineteenth Century.

Popular Cloth Edition - - Price 75 cents

The Lightning Conductor Discovers America

By C. N. and A. M. Williamson, $1.35

The Automobile is supposed to be a dangerous competitor of the book.

Here is a case in which the car HELPS your business.

Government Statistics tell us that there are 83,128 owners of Automobiles in Canada, whose daily enjoyment is motoring; 83,128 motorists who would follow with keenest delight the adventures of "The Lightning Conductor" through some of the most beautiful and historic scenery of America.

And when selling this book, do not forget that this novel is a sequel to "The Lightning Conductor," probably the most famous Motor Novel ever written.

The Musson Book Co. Limited

PUBLISHERS ∴ TORONTO

A SOLDIER'S DIARY

NEW EDITION

NOW READY FOR SALE

Diary commences August first.

Limp leather cover, stamped in gold.

Fits the tunic pocket.

Price $6.00 doz.

F.O.B. Montreal

Every soldier should have one.

Every soldier will want one.

Large sales have been made from the proof samples.

PUBLISHED BY

GEO. CLARK

128 BLEURY ST. - MONTREAL

Don't hesitate to order. This is a real line.



When the Children Go Back to School

There will be so much trade offering that the problem will be to supply all the demands. The trade should remember that conditions are unusual this year. Many lines are scarce. Therefore extra care should be taken in advance to get adequate supplies.

SWANSDOWN PENHOLDERS

Rubber grip penholders, a dozen in a box, to sell at 5c each—all one colour. Per gross, $4.50.

EAGLE NO. 173

High grade, cork grip penholder, assorted colours—retail at 5c. Per gross, $4.80.

"VELVET" ASSORTMENT NO. 767

Rubber grip penholders, assorted colours, one dozen in box, retail 5c each. Per gross, $4.50.

Black penholders, graduated handles, smooth finish. No. 650, $1.60 a gross; No. 651, $1.85 a gross.

PATRIOTIC ERASERS

Good erasing material, combination red and blue, four sizes:

Patricia, 1c, $1 gross; **The Queen's Own,** 3c, $2.40 per gross; **The King's Own,** 5c, $4.20 a gross, and "**The King George**" 5c, $4.80 a gross.

Also the **new** Swansdown eraser, 5c—40c a dozen, $4.20 a gross.

NEW SCHOOL BAGS

American cloth—waterproof bags, replacing canvas school bags:

No. 402 black, with white binding, with strong gussets—large capacity, per doz. $2.75

No. 362 with small gusset, brown binding, per doz. $2.10

Also the regular lines of canvas and leather school bags.

NEW LINES READY SELLERS

A Beautiful New Pencil Assortment. **Eagle Review No. 1170,** contains 6 dozen high-grade, rubber-tipped pencils $2.40

Emporium Assortment No. 1114. Penholders, pencils and pen points, high-grade stock (½ gross) $2.40

EXTRA

GOOD VALUE IN LEAD PENCILS

"**Easy Writer**" grades, H, HB and B, per gross $2.80. An unusually good pencil to retail at 3c.

Royal Academy, a high-class drawing pencil, in the usual grades, per gross $4.20. Other high-grade pencils at some price are:

"**Diagraph,**" "Purity," "Monogram" and "Polka Dot"; all good lines for **School Opening Trade.**

SCHOLAR'S PENCIL BOXES



in good variety, to retail at 5c, 10c, 15c and 20c each, costing 40c, 45c, 70c, 80c $1, $1.10, $1.20 and $1.50 per dozen.

WATER COLORS

TIN BOX PAINT SETS

Long narrow boxes with No. 7 camel's hair brush—exceptionally high-grade water colour paint, sure to meet with recommendation of school and art teachers, 4 colours in box, $2.00 a dozen. 8 colours in box, $2.25 a dozen.

MAGNIFYING GLASSES

British-made line, different sizes costing the trade $1.20 to $2.50 a dozen.

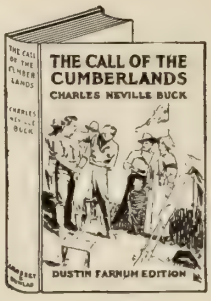


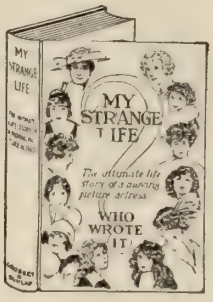
The illustrations at either side are representative new covers on scribblers and exercise books. We are giving the trade the **best possible value.** In ordering from this house rest assured that your interests are protected.

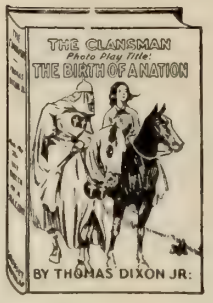
THE COPP, CLARK CO., LIMITED.

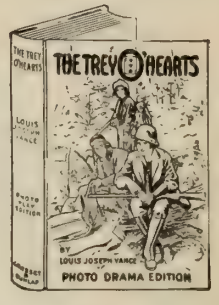
TORONTO.











GROSSET & DUNLAP, 1140 Broadway, New York

Largest Publishers of Photoplay Books

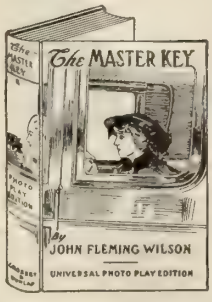
Canadian Agent: GEORGE J. McLEOD, 266 King Street West, Toronto, Ontario, Canada

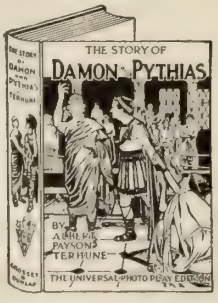
POPULAR COPYRIGHT EDITION

Attractive cloth bound volumes, nearly all of which are illustrated with photplay scenes and have wrappers in colors

TO RETAIL AT FIFTY CENTS A COPY

Black Box, The.....E. Phillips Oppenheim
Call of the Cumberlands, The (Dustin Farnum Edition), Chas. Neville Buck
Call of the North, The .....Stewart Edward White
Captivating Mary Carstairs .Henry Sydnor Harrison
Catspaw, The .....William H. Osborne
Chip of the Flying-U.....B. M. Bower
Christian, The .....Hall Caine
Circular Staircase, The .....M. R. Rinehart
Clansman, The .....Thomas Dixon, Jr. (Birth of a Nation—Photoplay Title)
Damon and Pythias, The Story of....Albert Payson Terhune
David Harum ..... Edward Noyes Westcott
Eagle's Mate, The .....Anna Alice Chapin
Eternal City, The .....Hall Caine
Fool There Was, A .....P. Emerson Browne
From the Valley of the Missing.....Grace Miller White
Garden of Lies ..... Justus Miles Forman
Gentleman from Indiana, The .... Booth Tarkington
Girl of the Golden West, The ..... David Belasco
Goose Girl, The ..... Harold MacGrath
Graustark ..... George Barr McCutcheon
Heart of the Blue Ridge ..... Waldron Baily
High Hand, The ..... Jacques Futrelle
House of a Thousand Candles, The.....Meredith Nicholson
In the Bishop's Carriage .....M. Michelson
In the Palace of the King .....F. Marion Crawford
Jack Chanty ..... Hulbert Footner
Key to Yesterday, The ..... Charles Neville Buck
Lion and the Mouse.....Klein & Hornblow
Littlest Rebel, The .....Edward Peple
Lola ..... Owen Davis
Lure of the Mask ..... Harold MacGrath
Madame X ..... Bisson and McConaughy
Master Key, The ..... John Fleming Wilson
Million Dollar Mystery, The.....Harold MacGrath
Mistress Nell ..... Geo. C. Hazelton
Morals of Marcus, The ..... William J. Locke
One Wonderful Night ..... Louis Tracy
Opened Shutters ..... Clara Louise Burnham
Salomy Jane's Kiss ..... Bret Harte
Satan Sanderson ..... Hallie Erminie Rives
Squaw Man, The .....Faversham and Royle
Shooting of Dan McGrew, The .....Dana
Stop Thief ....Carlyle Moore
Tess of the Storm Country.....Grace Miller White
Trey O' Hearts, The .....Louis J. Vance
Trilby ..... George DuMaurier
Under the Crescent ..... Nell Shipman
What Happened to Mary .....Robert C. Brown
Woman, The .....Albert Payson Terhune











MORMONS AND DRY FARMING
C. B. SISSONS
HON. GEO. LANGLEY OF SASK.
—NORMAN LAMBERT
HOW HYDRO CAN HELP FARMING
F. M. CHAPMAN
MULES AS WAR HORSES
EUGENE J. HALL
JACK MINER AND HIS BIRDS
ETHEL M. CHAPMAN

Here is a quintet of subjects brimful of facts, information, recreation and ideas in the July issue of our leading farm journal,

The FARMER'S MAGAZINE

But they are not all the good things of this issue. There is a wealth of illustration—on subjects affecting everybody who

Loves Our Out-of-Doors

Put this magazine in your window and tell customers of what a Canadian farm journal is doing for real farm facts and rural life here at home in Canada. It will sell and sales will come back.

It's Woman's Vacation Days

Perhaps there is no feature that attracts more than the special articles by women writers for women readers. Such writers as Emily Guest, M.A., Dr. Backus, Lillian Thomas, Genevieve, and Ethel M. Chapman will be a surety of the quality.

The Departments are well maintained and Rural Mail queries answered.

Only 10 Cents

Write, if you do not get it, to

THE FARMER'S MAGAZINE
143 UNIVERSITY AVE. TORONTO

Military Specialties

Battalion Pennants, Cushions and Photo Banners.

Swagger Sticks, Canes and Whips.

Lanyards and Whistle Cords.

Kit Bag Locks, Button Sticks, Service Mirrors.

Cap Protectors for Inside and Outside.

Money Belts.

Purses and Wallets.

Whistles.

Polishing Cloths.

Post Cards with Battalion Names.

Ever-Ready Flashlights.

Write for Catalogue of these and other good selling lines.

PUGH SPECIALTY CO., Limited
38-42 Clifford St. - Toronto, Canada



Standard Paper Mfg. Co.
RICHMOND, VA., U.S.A.
Largest Exclusive Manufacturers of

Blotting Paper

Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curi-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.

ARE YOU READY FOR SCHOOL TRADE?

Complete line in stock in Toronto of **SCHOOL CHALKS AND CRAYONS**, made by
The Standard Crayon Mfg. Co., Danvers, Mass.
Including the Famous
Standard Omega Dustless Chalk
and
Artco Pastel Crayons

We also carry in stock all the popular numbers of the
PENCILS, PEN HOLDERS and ERASERS
made by
JOSEPH DIXON CRUCIBLE CO.
of Jersey City
We advise the trade to stock up without delay with these goods.

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' REPRESENTATIVES 266-268 KING STREET WEST, TORONTO

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

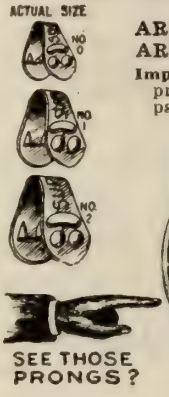
Made only by
IDEAL SPECIALTIES MFG. CORP.
NEW YORK
A. R. MacDougall & Co., Ltd.,
Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

ACTUAL SIZE



SEE THOSE PRONGS?

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

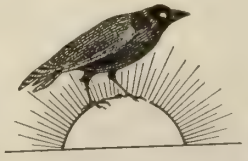
Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

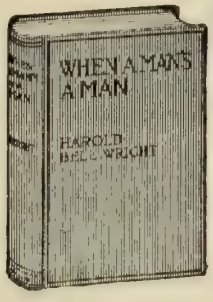
BLANK BOOKS

The quality of Dawson blank-books is such that they are a guarantee of satisfaction to your customers. We can supply every blank-book need. The profit to you is liberal. Why not try us?

W. V. Dawson
LIMITED

MONTREAL TORONTO WINNIPEG

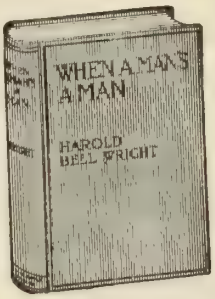




Every Reader in Canada awaits

Harold Bell Wright's

forthcoming novel



"WHEN A MAN'S A MAN"

Publication Date August 10th

No writer of fiction at home or abroad as HAROLD BELL WRIGHT has grasped and held such an increasing army of admirers. Each new book is hungrily watched for, seized upon with an avidity that is the greatest proof of the author's marvellous power and genius in his story-telling of the Land of Ranch and Range.

No bookseller can risk the loss of a day in being liberally supplied with "WHEN A MAN'S A MAN" on and after August 10th.

Note the date; get your order in for stock, and be prepared.

"WHEN A MAN'S A MAN" is a true Western Novel—wholesome and uplifting—as true to the life as "The Winning of Barbara Worth." The pages are crowded with the thrilling incidents that belong to the adventurous life portrayed.

Illustrations and decorations by the Author—about fifty in all.

Rich cloth binding, handsome jacket, retail $1.35.

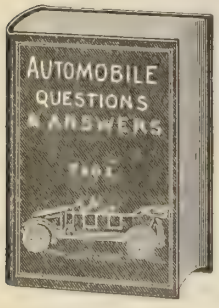
Write to us for quantity schedule of trade prices; the most liberal ever offered to Canadian bookmen.

Wholesale Agents in Canada:

THE TORONTO NEWS COMPANY, Limited

42 YONGE STREET **TORONTO, ONT.**

Six big books that you'll sell easily





The wealth of useful information contained in these practical publications will be appreciated by dozens of people in your community. And each book is written in a bright, intelligent way by Victor W. Page, M.E., an expert who is perfectly qualified to treat the subjects contained in each one.

AUTOMOBILE REPAIRING MADE EASY.
A Comprehensive, Practical Exposition of Every Phase of Automobile Repairing Practice. The only book of its kind. A big seller at $3.50.

QUESTIONS AND ANSWERS.
Relating to Modern Automobile Design, Construction, Driving and Repair. A Self Educator on Automobiling without an equal. Fully illustrated, $1.50.

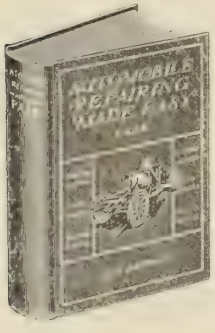
THE MODEL T FORD CAR—
Its Construction, Operation and Repair. A splendid book of 300 pages, with over 100 specially-made engravings and two large folding plates. Price, $1.00.

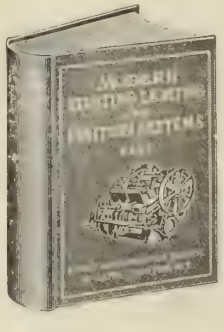
MOTOR CYCLES, SIDE CARS, AND CYCLE CARS.
Their construction, management and repair. A fully illustrated treatise with a handsome Cloth Binding. Price, $1.00.

THE MODERN GASOLINE AUTOMOBILE.
Its Construction, Operation, Maintenance and Repair. 609 illustrations and 12 folding plates. Price, $2.50.

MODERN STARTING, LIGHTING AND IGNITION SYSTEMS.
A Self-Educator on Electrical Systems without an equal. Nearly 400 pages, engravings, and folding plates. Price, $1.00.

These big values displayed on your sales counter or in your windows would pull quick results. Write now.





Published by

McClelland, Goodchild & Stewart

King Street West ∴ Toronto, Ont.

3

BIG BOOSTERS

FOR

FALL TRADE

AUGUST
SEPTEMBER
OCTOBER

ISSUES OF

"BOOKSELLER & STATIONER"

Every wholesale concern should have something of vital interest for retailers in the form of special announcements in these three numbers.

SEE RATES ON PAGE 12

Our travellers are now out showing lines for

SCHOOL OPENING

See our new SCRIBBLERS and EXERCISE BOOKS

Nice Designs.

Made in Vancouver.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



He Came In to Buy Pens—He Went Out With Pens, Paper, Ink, Blank Books, Etc.

The salesman knew that if he used pens, he used ink, paper, pencils, etc.

One suggestion led to another, and the salesman increased his order from 75 cents to $4.15.

Stationers who appreciate the possibilities of thus developing one sale out of another realize what a tremendous influence an efficiently conducted pen department has on their entire business.

The most profitable pen departments are those that concentrate on one complete line, for these reasons:

You tie up less money in stock, save counter space, get maximum display, and make it easier for customers to buy.

To assist dealers in concentrating, there are ten different sizes of Esterbrook Counter Display Cases. Write us to-day for complete information.

Esterbrook Pen Manufacturing Co.
18-70 Cooper Street **Camden, N.J.**

Esterbrook Pens "Easiest to sell!"



WESTERN MADE



BE SURE YOU HAVE ENOUGH SCRIBBLERS

We have more than fifty designs similar to these illustrations.

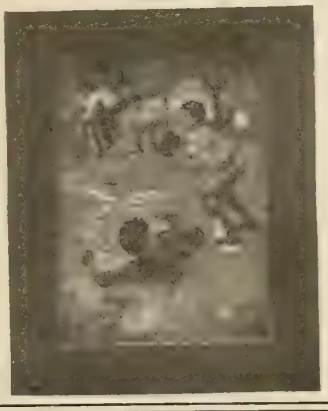
Write now for prices. The cost of paper is advancing every day. An extra supply purchased now means money in your pocket.

Western merchants: Order from Winnipeg, and lessen your transportation charges.

Clark Bros. & Co.
LIMITED
WINNIPEG EDMONTON



WESTERN MADE



The Publisher's Page

By F.I.W.

STATEMENT OF THE BISUNESS MANAGER

JULY, 1916 Vol. XXXII—No. 7

The Big Push for Fall Trade!

THE August, September and October issues of "Bookseller and Stationer" will form a trilogy of trade-boosters that will make them highly valuable to the retailers because of their suggestive value, having autumn trade in mind.

* * *

This applies both to the reading pages and to the advertising section.

* * *

The August Number will be the **Fall Campaign opener.** Publishers and wholesalers generally should arrange now to be represented in this number with good, strong announcements, directing the attention of dealers to their lines, with special reference to their significance for fall trade.

* * *

The regular advertisers will be having advertisements that will co-operate effectively with the sales efforts of their traveling representatives, whose work is simplified by this advance publicity in the trade paper.

* * *

Occasional advertisers will be well advised to definitely arrange to use adequate space for good advertisements in the next three issues—August, September and October.

Here is the complete schedule of advertising rates:

SPACE	1 Insertion	3 Insertions	6 Insertions	12 Insertions
One inch	$ 3.50	$ 3.35	$ 2.85	$ 2.50
Eighth page..	8.00	6.70	5.85	5.00
Quarter page.	12.00	10.00	9.20	8.35
Half page ...	20.00	18.35	16.70	15.00
One page	35.00	31.70	29.20	25.00

* * *

Fill out this order form and send it to us with copy before **July 26,** for the August Fall Trade Announcement Number.

Date.....

BOOKSELLER AND STATIONER,
143-153 University Ave., Toronto, Canada.

Reserve ..... space in your August issue at $.....

Firm.....

Address.....

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. JULY, 1916 No. 7

IN THIS ISSUE

Speeding Up Sales of School Goods
The Need for Higher Retail Prices
Better Help From Publishers to Dealers
News About Public Libraries
Trade Place of Framed Pictures
Good Window Display Suggestions
Creating Office Supply Trade
Future of the Small Town Bookstore
The Best Selling Books in Canada
Reviews of Some Outstanding Books
Record of Canadian Copyrights
New Goods Described and Illustrated

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President — H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager — T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234. Cleveland, R. G. Langrill, 3112 Euclid Ave., Telephone Prospect 1026R.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year; other countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

Action Front!



BOYD CABLE

THE NEW BOYD CABLE BOOK—AS GOOD IF NOT BETTER THAN **"BETWEEN THE LINES."**

IT IS **NOW READY**. ORDER **ADEQUATELY**.

"We have no hesitation in saying that the second Boyd Cable book is as good as the first, perhaps a little better." —Morning Post.

A TOP-NOTCHER AMONG WAR BOOKS—$1.35.

The First Seven Divisions

By Lord Ernest Hamilton

Cloth, $1.50

No words of a mere reviewer can do justice to a volume which records so faithfully, so fully and with such fine instinct these heroic resistances.—Daily Telegraph.

This book is a peculiarly clear, animated and well-informed account of the events in which the army with which we began the war fulfilled its part, earned its glory and "practically ceased to exist in the doing of it."

Now in its 13th large edition.

"A book for which the English-speaking people have been waiting since the war began."—Daily Express.

England's Effort

By Mrs. Humphry Ward

Cloth, $1.00

Preface by Hon. Joseph H. Choate.

This book, a wonderfully human document, sets forth the intensive activity of the English people at home in their part of the war: - the vast munitions and equipment industries into which women are pouring in tens of thousands to take the place of men; the men working literally "till they drop;" the transformed England that has come with the realization of her needs. Mrs. Ward follows the munitions to the Front in France, of which she gives a picture unsurpassed in vividness.

ORDER A SUPPLY **TO-DAY!**

Halt! Who Goes There

By Wilfred Meynell

Paper, 35c.
Cloth, 75c.

To sufficiently recommend this book to booksellers it need only be said that it is on a par with the same author's **"Aunt Sarah and the War."**

In paper and cloth at 35c and 75c respectively, booksellers have an opportunity to sell this book to the many people who hesitate or feel that they cannot afford to buy the higher priced books.

It will pay every bookseller in Canada to exert extra effort in pushing the sale of this book; the exceptional merit of the book justifies such a course of action.

A FINE NEW NOVEL OF THE CANADIAN WILDS

"STAR OF THE NORTH"

By Francis W. Sullivan **Cloth, $1.35 net**

Something original and decidedly different in fiction is what you as a bookseller know helps the book business wonderfully. Such a book is this, in which New York moving picture men journey to the far north of Canada to get a proper setting. The leading man of the troupe gets lost in the wilds. He meets the daughter of the factor of a Hudson's Bay post. That girl had never even heard of "The Movies." Imagine her surprise and think of the possibilities of such a situation! The author handles it deftly and his book is a winner.

The same author wrote "Children of Banishment."

McCLELLAND, GOODCHILD & STEWART, Limited

266 KING STREET WEST **TORONTO, ONT.**

Editorial Chronicle and Comment



SUMMER TRADE

WHY should there be any let up in effort to keep business going at a live clip through the summer months? There are some lines which sell better in the summer than at any other time of the year. Those lines should be pushed very strongly, but it should be remembered also that some people who like to deliberate on their purchases far more than does the average person, can be advantageously canvassed at this time when there is not the rush of business that will be resumed in September, ushering in several months of consistently busy days.

Getting back to the text, the custom of relapsing into sort of a condition of semi-coma in July and August, while not nearly so common with booksellers and stationers as it was some years ago, still persists to some extent and there is room for a better spirit throughout the whole country. As a writer in a contemporary has it:

"Business always exists, only sometimes it's harder to manage. But if merchandising were an easy matter, there would be no merchants, and a man might just as well close his doors if anybody and everybody could compete with him at a drop of the hat.

Summer trade, then, is a matter of maintaining as cool a store as possible, and putting forth the utmost that is in a man to overcome the additional obstacles that must be recognized as existing."

LIGHTER PAPERS SHOULD BE USED

HAVING in mind the present stringency in the market for raw materials entering into paper making, a good sane course to pursue generally, would be to use paper of lighter weight wherever this can be done without too great a measure of disadvantage. There could be a very considerable conservation of resources by adopting this course in the case of papers for innumerable uses. The weights of writing, ledger, printing and wrapping papers for instance, could be materially reduced without apparent damage to the interests of the users of these papers. Several years ago this question was dealt with by the U.S. government upon advice of the bureau of chemistry and by lowering the weight of its printing paper from 40 to 38 pounds, $15,000 was saved on that score alone. That is not the only saving that would result, because in many instances, it would mean appreciable reductions in postage as well.

THE NEW TREND OF BOOKS

SOLELY of our day is the new trend of books and bookish thought. It is now beginning to receive the attention of American students whose notice has been called to it more by the reports of librarians, booksellers and publishers as to the changing demand of the public than by any notable creative productions. It is taken as an axiom that this demand is indicative of the formative period through which the public mind is passing and which must inevitably influence the public's purveyors of literature. In short, literature is in a state of conception and is about to bring forth a new child.

The conclusion is a sound one, but far from being as new as its American discoverers announce. It is a condition of war that has been well in evidence in British thought since the initial stages of the war. There it was as though a large rock had been splashed into a still pond of thought. It is in literature as in war orders; not being actively engaged in war, America receives only the after effects, a year later than the British public.

There are national differences, social and political which give a distinctively American trend to this development here. The assertion is ventured that the national genius which has possessed the imagination great enough to produce a Rockefeller, and a Morgan is now in process of turning its creative effort to literature and art as worthier fields of effort than dollar-chasing. The civilization that has produced a public that pays a Chaplin $500,000 a year is now turning from the literary evidences of a similar perverted state as exemplified by analytical novels of mental states, to the cleaner field of the simpler and more elemental emotions of action. Fiction now shuns filth and glows healthily with the red blood of brave deeds and kindly gentle thought. Poetry, that harbinger of intellectualism, is now leavening the upper crusts of the movie mass. Noyes, Masefield and others have competed with the pictures in personal readings of their own poems to crowded houses and have added a personal and human interest touch to an art that a nervous age was by way of forgetting.

This tercentenary year brings vividly to mind the fact that the period which we now so piously celebrate, gave to the man of letters first place in its civilization. To-day it is the man of wealth. Will the wheel again turn? The talk now is all of men of wealth assisting to financial ease struggling young men of letters. Something wrong is admitted. Our literature has been declared unwholesome—but not by all. There has been a corresponding denunciation by leading American publicists of the whole structure of American social life and of the national part or lack of it in this war. The two phases of thought and action may well go hand in hand. National literature is complicated, neurasthenic and unsound only in proportion as the national life is. History is inexorable on this point.

Perhaps it will not be within the ability of this generation to give adequate expression to this rebirth of thought. The artificial has lost its hold, but such are its trammels that those lives overshadowed by it can but vaguely express the recrudescence of the true, the natural in thought and expression.

Speeding Up the Sales of School Goods, Etc.

Co-operation With the Teachers is Advisable—Something About the Element of Competition With Some Incidental Remarks About Certain Trade Evils That Retailers Should Unite to Fight Against.

IN July or early in August the retailers will do well to make it a point to get in touch with all or at least as many as possible of the teachers of the different public and separate schools, collegiates, business colleges, etc., discussing the prospects for school book business for the forthcoming reopening of the schools. Depend upon it, the teachers will appreciate the interest thus shown. They can do much to make the lot of the bookseller easier, especially in tipping them off as to what new books are likely to be used. This applies with particular force to books intended for supplementary reading. Frequently the booksellers rest satisfied with the information that eventually comes to them through the school children themselves after the first day of the new term when the teachers tell them what to buy. The dealers who anticipate this course of procedure by getting the necessary information before hand are in the advantageous position of being able to sell the books to the children upon their first enquiry and, having in mind the competition for these orders, such preparation ahead of time, either in making sales that would have gone to competitors or, if the latter have exhibited similar foresight, in preventing loss of sales that would have occurred but for having the goods in stock in anticipation of demands certain to ensue, obviously constitutes good business tactics.

This speeding up will help the school teachers to get their work under way more quickly and it illustrates just one instance of how the retailers and the teachers can work together to their mutual advantage.

As a further suggestion in this connection the writer would strongly urge the retailers to communicate with the secretary of the County Teachers' Association. Of the hundred, two hundred or whatever the total number of teachers on the list may be, it would of course be unreasonable to expect that one merchant would be successful in efforts of the kind here suggested, with every teacher in the county. Conditions may be such that the dealer can hope to be highly successful in only his immediate township. But he should compete for all the business he has a reasonable chance of landing. If he succeeds in scoring marked success with only a dozen or half a dozen or even two or three teachers the additional business that will come to him as a result is well worth while, because it virtually makes those school teachers business promoters for the retail concern in question.

It would be well for the merchant to enquire of the teachers as to just how he may be of service to them. These teachers are in a position to turn quite a large volume of trade in the way of a particular store, providing the merchant himself does his part, because it is well known that it is not permissible for a school teacher to direct pupils to buy at any one store as against another. The principle of "a free field for all" obtains, so that success is achieved by the merchant who is to the highest degree alive to his opportunities.

Similar promotion work should be done in the case of the separate schools and in fact all educational institutions in the locality.

Aside from the value of the lists of teachers as applied to the development of actual school trade, these names will be highly valuable for use in circularizing and otherwise acquainting these men and women with books and other goods which merchants have to offer, having in mind the personal requirements of these prospective customers.

Right here, however, let it be stated that there should be no cut in prices to teachers that is not extended to other customers. The practice of allowing a discount of ten per cent. to teachers, preachers et al, is wrong in principle and it needs very little figuring to prove this assertion. For instance, a teacher comes in to buy a book the price of which is a dollar. The book costs the dealer seventy cents. Add twenty per cent. of the retail price as the cost of doing business and the actual cost of the book to the bookseller is ninety cents. If he allows the teachers ten per cent. discount, WHAT'S THE USE? Far better not make the sale at all! At the margin on which the book business is done, no dealer can afford to give any discount whatever. If his money does not earn at least ten per cent. on the investment in business he would be better out of it.

This discount question touches an evil of long standing in the Canadian book trade, but it is plain to all members of the trade who will take the trouble to investigate carefully that it is one that they should stop. It may be that one dealer hesitates to stop doing this business at a loss because his opposition will not discontinue the practice, but that is a restricted light in which to consider the question. By cutting out this and all other forms of business being done without a profit (some of them at an actual loss, were the truth only known), the capital thus relieved and the time thus reclaimed, could be devoted to pushing the actually profitable lines included in the stock in trade.

The season of tendering for school book contracts is over for the ensuing term, but it will be well to say something about the evils in practice in the trade in that sort of business as well. The competition of some of the retailers to capture contracts of doubtful value would be laughable, but for the villianous policy of municipal representatives that is involved. There seems to be no consideration whatever on the part of school boards for the interests of the merchants in the book and stationery business, who, like their brother merchants in other branches of the retail trade pay so largely in the form of taxes into the municipal coffers. The whole scheme of getting requirements for the schools on this plan is reminiscent of the stipulations of a Shylock! And the retailers fall into line like so many sheep; spend weary hours getting prices from wholesalers, figuring out the different quotations and making out tenders, and, rather than let the hated opposition get the contract, they have been known to cut every possible cent of profit out of the whole transaction rather than lose the contract, in order that they be acclaimed as the successful tenderers. Such success without profit is doubtful glory to say the least. Instead of being parties to thus cutting the heart out of business, the retailers should get together and by their united influence, endeavor to bring about a cessation of this trade evil.

More About the Need for Higher Retail Prices

Information as to the Trade Situation as Set Forth by Representative Manufacturers.

FURTHER information from the standpoint of manufacturers is presented this month in the general subject of the necessity for adequate advances in the retail prices of the different items constituting a stock of stationery, practically all of which are affected by increased cost of raw materials as well as advances in wages and other heightened production costs.

Knowledge and Nerve Required

Toronto, June 16, 1916.

The Bookseller and Stationer,
Toronto.

Dear Sir,—Speaking for the British manufacturer whom we chiefly represent, we may say that we have all the information that they can give us and our understanding is that they are as much at sea as to the future condition of the market as we are. They only know that each successive supply of raw material costs higher and that they are faced with the possibility sooner or later of a famine in such raw material.

In our own case we have endeavored to anticipate advances and have kept our customers posted. This information is taken advantage of in the cities to a certain extent, but in the provinces generally it causes the merchant to decide that the article in question is getting too high for the consumer's pocket and can be done without.

Of course the merchant is wrong. There is every evidence that the consumer knows as much about increasing costs as the dealer and there is no present indication that he is doing without anything for the reason of cost. In short, business is good. But business may be brisk and yet not good for the retailer that hasn't the nerve to increase his prices to yield his usual and necessary rate of profit.

The one requirement is that every dealer should have the same knowledge of conditions and the same selling price. Our suggestion would be that jobbers in advising the retailers of advances in wholesale price should submit new table of prices for the consumer. We might also suggest that "Bookseller and Stationer" print next month a list of staple stationery lines with a notation of the factory or mill increase since January, 1915. Also list of articles now unobtainable from the manufacturers.

This information could be easily obtained and our object in suggesting it would be to convince the stationer that such an advance was authentic. At present they do not seem to be able to bring themselves to the point of ordering goods that have gone up considerably, and this is going to handicap the trade and discourage the jobber who, anticipating a bigger increase or a famine, is stocking up his warehouse.

Yours faithfully,
MENZIES & COMPANY, LIMITED.
Per P. M.
President.

Typewriter Ribbons and Carbons

The situation as regards typewriter ribbons and carbon papers is ably set forth in the following statement received from Mittag & Vogler in response to a request for facts and figures to back up the position "Bookseller and Stationer" has taken, that advances in the retail prices of various items of manufactured stationery should be made in accordance with the present market value of such merchandise:

"The facts in the case are these: All anilines, as well as those dyes known as base colors, are imported from Germany. In the domestic colors, known as pigment or earth colors, the majority contain certain ingredients that are imported. In a number of instances successful substitutes have been produced, but at a considerable advance in price over the imported article. Those two facts, therefore, are the real reasons for the increase in price of all colors used in the manufacture of Typewriter Ribbons and Carbon Papers. In respect, particularly, to the imported colors, there is, of course, a considerable shortage, that is to say, these colors can be obtained in small quantities through brokers and speculators, paying an enormous advance for them. For example, anilines are being offered from $12.00 to $15.00 a pound, against a normal price of 65c to 85c. The same applies to the aniline base colors. None of these can be obtained through the regular sources, as there have been no importations since March 15.

Undoubtedly some manufacturers have larger stocks of colors than others, but the average shortage is equal,—therefore, where one may not be compelled to charge more for a certain article, on other lines it will be necessary, because of the shortage. The advance in prices of course would be equal if the manufacturers computed the cost of color at the market rate, which, of course, in justice to themselves, should be done. It has not been done generally, however, which may explain why one manufacturer may make an advance on this line and not on another, while the same may apply vice versa to some other manufacturer. To state the matter broadly, all manufacturers have been or will be compelled to make advances in the price of Copying, Roller press and Hektograph Ribbons, on Pencil Carbons, and on certain colors of Metal Stamp Inks, Notably the Copying Inks. A general advance in all lines would be justified, considering that everything used in the manufacture of the goods has advanced, right from the paper stock up.

Much has also been written in the newspapers and other publications in regard to the making of colors in this country. We believe that it is very true that certain colors will be made here. But that is purely a matter of time, and it will undoubtedly be several years before the principal colors can be manufactured here, as it will be necessary to acquire the experience to do so, which experience has been practically monopolized by the foreign manufacturer. Also, it will not be possible to purchase these colors at the prices charged by the European manufacturer. We do not regard that, however, as an obstacle, but rather feel that it will tend to improve conditions in the ribbon and carbon line and help to restore a proper value to the goods, as under the guise of competition much injury has been done the industry by indiscriminate price-cutting, which will have to be abandoned because of the much higher cost of all raw material, and this will be of infinite benefit not only to the manufacturers, but to the trade generally.

The Paper Shortage is World-Wide

It is doubtful if there is a paper market in the world but what is short of paper. France is only producing 20 per cent. of her normal amount, England about 45 per cent., and there is no market in the world but what is prepared to pay a higher price than the Canadian mill is

to-day asking for its product; but in spite of this the Canadian manufacturer of book and writing has not exported one car of paper in the last six months, while previously he was shipping from one to two cars a month. This, of course, does not apply to news print, as there is no duty on this class of paper and Canadian manufacturers have been exporting from 75 to 80 per cent. of their product.

THE INK SITUATION

F. S. Peacock, manager of the Reliance Ink Co., Winnipeg, interviewed by our Western Editor, gave out some information which will be of interest to the retail trade, in that it gives some idea of the difficulties manufacturers are contending with, as well as what prices are likely to be in the near future.

"When the war was declared," said Mr. Peacock, "we saw what was coming, and bought by cable and wire wherever possible. It was necessary to advance our prices in November 1914 about 6 per cent. on most lines, but since then we have made no change, as we were fortunate in buying up a big stock of raw material at prices considerably lower than those prevailing to-day. Our supply of raw material on present price-list will probably last throughout the summer, and if we are compelled to buy at quotations prevailing to-day, a further advance to the trade will undoubtedly have to go into effect; but as long as that supply of raw material lasts, we will not increase our quotations.

"The raw materials which have been affected the most are nut galls and gum Arabic, prices of which have gone sky high. Gum Arabic is also one of the chief ingredients of mucilage, and for that reason advances may also be expected in the price of mucilage. So far quotations on paste have not been changed. Sealing wax is up on account of the high cost of shellac and vermilion, which are the chief ingredients. All quotations on sealing wax have advanced 25 per cent.

"Higher prices prevailing have not seriously affected the demand as dealers fear that further advances will take place and are stocking up. The difficulty is that the manufacturer is unable to supply the demand very long on account of the high price he is compelled to pay for raw material. Manufacturers are also handicapped by labor scarcity. However, our sales for the last three months have been record ones."

An Appreciation

To the Editor, "Bookseller and Stationer,"

Dear Sir,—I have been requested by Mr. Henry Detchon, general manager of this association, to advise you that the following resolution was passed at the annual meeting of the association held in Winnipeg, on May 25:

"That the members of The Canadian Credit Men's Association, representing the wholesale trade throughout the Dominion, in annual meeting assembled at Winnipeg, desire to express to the daily press and trade and financial journals of Canada their appreciation of the interest shown in and assistance given to the furtherance of the work that the association is doing, for the improvement of business conditions throughout Canada."

A. S. CRIGHTON, Manager.

Growing Demand for Quality Chalks and Crayons

IN considering different items of school supplies, school crayons and chalks constitute a line deserving of special attention, not only because of the large variety of items included, but because of the vastly increased and highly profitable business that has developed in the United States, with these goods in recent years, a record that should be duplicated in proportion in this country. Canada has far to go yet in order to approximate to the progress that has been made by the trade in the United States with these goods.

Some dozen or more years ago U.S. manufacturers introduced particularly good color mediums to retail at moderate prices, and a great deal of introductory work was done with teachers in schools and colleges. Appreciable progress has also been made in certain parts of Canada, and the time is now ripe for a general advance with these lines.

Pastel crayons are occupying an increasingly more important place in school trade as well as for general art work. Owing to cleanliness, easy handling (which means time saving) and absence of difficulty in mastering the technique, crayon has largely superseded the use of paints for general color work in schools and is, in consequence, the more popular medium of the two.

Regarding blackboard crayons, the old type of crayon is, of course, extensively used, with increasing preference for the enameled variety, but "dustless" is making the most rapid strides forward in the favor of school teachers for use on slate or new composition boards. The material in these crayons being compressed, the crayon is stronger and firmer and, therefore, more durable than other crayons with tensile strength of from 8 to 9½ pounds, making it most economical. It erases easily and the particles being heavy, drop from the boards instead of floating in the air, and, in consequence, the amount of dust is reduced to a minimum.

The colored chalk is made in two forms—the round blackboard chalk stick and the square stick four inches long. The latter is especially adapted for lectures and general bulletin work and for quick illustrated talks.

The colored chalks are softer than the white crayons, due to the large percentage of color used in their production and just enough binder to make them firm.

In many localities, colored chalk is used as a substitute for pastel, being less expensive and having a greater range of colors. These chalks can be fixed same as pastels and charcoal, giving permanency, therefore, to drawings on paper.

Aggressive American makers have heretofore largely restricted activities to the United States, but the constantly increasing requests from Canadian teachers for samples of crayons and chalks have resulted in enhanced demands from the Canadian jobbers, due to the endorsement of supervisors and teachers from the various schools and colleges.

This proves that some Canadian jobbing houses are erroneous in their opinion that schools favor cheap crayons, for the growing interest in high quality products shows that instructors realize that high class material is needed to produce good work.

News of the Month in the Stationery Trade

ORGANIZING FOR SCHOOL TRADE

STATIONERS in towns of good size all have a connection with merchants in smaller towns and villages, many of these latter merchants having general stores where books and stationery, as well as practically all other classes of merchandise are sold. Consequently, when the dealers in these larger towns are placing their orders for school books and supplies they should be in a position to approximately judge as to the extent of the business likely to come from the smaller dealers. No doubt this was done by many buyers in placing their orders for school opening requirements with due consideration of the fact that many of the country schools re-open in August, two weeks earlier than the schools in the larger towns and cities.

If they haven't acted in accordance with the foregoing, wouldn't it be wise for them to get this information now and revise their orders accordingly?

By consolidating their position, to borrow a military term so frequently seen in the despatches from the front these days, applying this term to their buying, they can guard against the heavy express charges which so many booksellers pay out in the days immediately following the re-opening of the schools. The total payments for express charges on this account are inordinately high and altogether unnecessary in many cases, due to lack of foresight on the part of the merchant.

Now is the time for the merchant to turn these matters over in his mind and to properly organize his business to look after this year's school trade with a view not only to attain increased volume of sales, but also to provide for the realization of commensurate profits, for what is the use of getting extra business if the cost of doing it reduces the margin of profit to practically nil?

* * *

AN OCTOGENARIAN BOOKSELLER

Chatham's veteran bookseller, Robert Cooper, is now an octogenarian, having passed the 80th milestone of life in May. Recording this interesting news the Chatham Planet said:

"Mr. Cooper is the oldest business man on King street. For over half a century he has been identified with the business life of the city. Up until a short time ago Mr. Cooper enjoyed good health. He was taken suddenly ill about two weeks ago and removed to the hospital. His condition since that time has remained about the same.

"Despite his advanced age Mr. Cooper was able to attend to his business duties until taken ill."

His brother booksellers throughout Canada will pray for a return of his wonted good health.

* * *

G. H. MERRITT DEAD

The death of G. H. Merritt, a prominent member of the Hudson's Bay Company's staff, at Winnipeg, occurred on Wednesday night, May 31. Deceased was for 27 years in the service of the Hudson's Bay Company, latterly being manager of the wholesale department.

When a young man he was reputed to be one of the cleverest hockey players in Canada, and rendered yeoman service for the Winnipeg Hockey Club in many a championship game. As a lacrosse player he was equally brilliant.

MR. BLACKWOOD'S NEW JOB

L. A. Blackwood has severed connection temporarily with the Merrick-Anderson Co., Ltd., Winnipeg, and will look after the interests of the Western News Agency at Camp Hughes, Sewell, Man., of which company he is one of the proprietors. The Western News Agency are among the few firms who received permission to do business at the camp. This work will probably engage his attention until the fall.

Bookseller and Stationer has been advised by the Eureka Blotter Bath Co., of Chicago, that owing to advances in the cost of raw materials, price advances to the trade have been necessitated in the case of copying baths and sanitary copying cloths.

* * *

The Blaine Drug and Book Co., of Bow Island, Sask., are opening a branch store in Burdett in the same province.

* * *

A new concern which has just been incorporated is the Niagara Wax Paper Company, Buffalo, N.Y.

* * *

Edward L. Stillwell, of the stationery department of Henry Birks & Son, Ltd., Montreal, was a recent trade visitor to New York.

* * *

The name of the Golberg Display Fixture Inc., of 133 West Twenty-third St., New York, has been changed to the Universal Fixture Corp., and the company has just erected a new plant giving them 30,000 square feet of space.

* * *

Rooth's Bookstore at Port Colborne, Ont., has become Mund's Bookstore, Mr. Mund taking possession in May.

* * *

Rainbow's bookstore, at Medicine Hat, Alberta, has enlarged its premises by taking in the store next door formerly used as a restaurant.

* * *

The Radbridge Company, of New York, has been reorganized and incorporated with $25,000 capital.

* * *

Henry C. Bainbridge, president of Charles T. Bainbridge & Sons, Brooklyn, N.Y., the exclusive manufacturers of crepe paper specialties, died suddenly on Thursday, March 9.

* * *

PRICING PAPER

The stationer wanted an office helper. One applicant for the position had been employed in a paper mill, but he seemed a likely lad.

"Your hand-writing is good enough," said the stationer. "Can you do mental arithmetic?"

"Yes, sir," replied the lad.

"What would forty pounds of ledger paper be at eight cents a pound?"

"Wood pulp, sir," came the prompt answer. — The National.

* * *

Don't insult the bill collector. He doesn't enjoy the agony any more than you do. Besides he's paid for doing it. And if you treat him like a human, he may come in some day and spend some of his hard-earned wages in your store.

LIEUT. RUTTER IMPROVED

It is satisfactory to be able to record that Lieut. Guy Rutter, son of A. F. Rutter, of Warwick Bros. & Rutter, who was wounded in the recent severe fighting at the front has greatly improved in condition. On June 8 his name was included in the list of deaths from wounds, but official word followed stating that he was alive, and a subsequent cablegram said that he was greatly improved and would be transferred to England.

* * *

SLIGHTLY WOUNDED

Lance Corporal Skinner, formerly of the staff of Brown Bros., of Toronto, was admitted to a casualty hospital on May 25, having been slightly wounded. He has been in the trenches since March.

* * *

Private Elliott Beck, of Toronto, formerly with the Copp, Clark Co., is now in hospital at Camiers, having sustained a gunshot wound. He has been in the trenches with a Toronto Battalion since February. His brother Harry has been at the front since the beginning of the war.

* * *

Lieut. R. A. Brown cabled his father, T. Albert Brown, of Brown Bros., Ltd., that his wound received in action at Ypres was not serious. Lieut. Brown went with a draft of the 58th Battalion and later was transferred to the 15th Battalion.

* * *

N. Allen Wilson, son of Mr. H. O. Wilson, stationery agent of the C.P.R., returned recently from St. Augustine, Fla., where he completed a course in the Thomas School of Aviation. He obtained a pilot's certificate and will leave shortly for England, and will train for service with the Britsh navy aviators. He is 20 years of age and an only son.

* * *

THEIR ANNUAL OUTING

The employees of Buntin, Gillies Co. Ltd., wholesale stationers, held their annual outing at Wabassa Park Saturday afternoon. Baseball and races were engaged in during the afternoon, and many beautiful prizes were presented to the winners of the races by the members of the firm. A sumptuous repast was spread, after which there was a grand hunt for Captain Kidd's treasure, which, when found, consisted of precious stones, such as rubies, emeralds, topaz and diamonds, and a sack of gold. The special event of the day, however, took place on the way home in the form of a marriage between Nan and Percival, with Space assisting the bride, and Stinny the groom, R. G. Elmslie, Chief Justice, officiating.

Kissing the bride the Chief Justice put the dollar in his pocket and was soon lost behind a big red book, entitled, "All About the Panama Canal."

Among many sweater coats received were several useful presents, including a combination churn and umbrella holder and a combination tray cloth. The worthy couple left after the ceremony and proceeded by easy stages to Never-Sleep Perch, Chedoke, and Take-It-Easy-Cove, Hamilton Beach. The rest of the crowd were dumped out unceremoniously somewhere near Bowen Alley, but all vowed that they had the best time of their lives.—"Hamilton Times."

* * *

DEATH OF MRS. MAINPRICE

While in New York last month after his recent journey to the maritime provinces in the interests of the Oxford University Press, Walter E. Mainprice received the sad intelligence of the death of his mother who had reached the advanced age of 86 years. She had been ill for a short time but had shown some improvement before his departure for the East. Mr. Mainprice will have the sympathy of the book trade in the loss he has sustained.

Future of the Small Town Bookstore

Western Bookseller's Interesting Letter on Some Questions of Vital Moment to the Book Trade

RECALLING the recent discussion regarding Canadian prices of books put on the market by British publishers, the following letter from a Western subscriber will be read with interest not only for the views expressed on this question, but because of his timely comments on the outlook for the small bookstores and the desirability to have more rather than fewer bookstores in Canada.

Weyburn, Sask., June 4, 1916.

Editor, "Bookseller and Stationer":—I have always found "Bookseller and Stationer" a help in business. I find it especially so to the retailer. You are helping us solve our problems, and also helping us to help the other fellow solve his. Yours is the "Rotarian" idea as applied to the book and stationery business.

In your May number of "Bookseller," the question is raised in connection with the proposed advance in prices on shilling books in Canada. Is the retail book trade in jeopardy? Mr. Henderson, of Victoria, B.C., propounds the query and incidentally answers it. He hits the nail squarely on the head.

I do not see a very hopeful future for the small bookstore, unless protection is afforded against the cut price man, whether he be small dealer or department store. If the department store adhered generally to published prices as we are doing here in Weyburn, it would cease to be the evil that it is—that is, in its effect on small stores—elsewhere. Even the occasional special sale could be tolerated.

The argument has been advanced—and will continue to be I suppose—that the great mass of people benefit by cut prices. It is a debatable question, whether or not they do in the long run.

Just how the small dealer is going to exist is a big problem. In a sense it is as much the publisher's problem—and perhaps more so—than ours. The time will come, if existing conditions continue, when to use Mr. Henderson's words, "The department store will dictate to the publisher." Is that a future to look forward to, with pleasurable anticipations?

What we need, judging by the situation, is a revision of policy, that will give to each and all a square deal and an equal chance. There may be legal tangles in the fixed price idea that we do not know of. We should like the advice of someone who knows on this important phase of the subject.

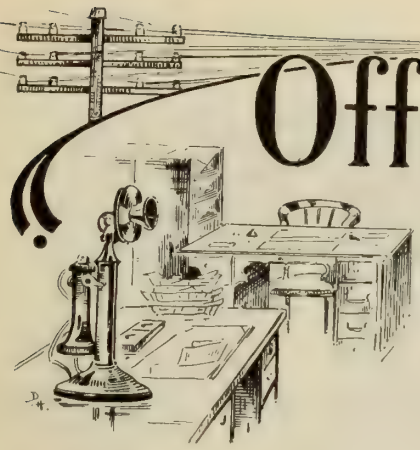
The day of the small bookstore must not pass away. That would be entailing upon the bookloving public a hard blow. What we need is not fewer bookstores, but more and better bookstores. Every town of any size at all ought to have one. "Man cannot live by bread alone" is true in a very real sense. By all means let us have bakeries for our bodies and bookshops for our souls. Just how we are going to do that is the problem.

Yours very truly,

A. E. KNIGHT.

* * *

In the autumn there will appear the authorized life of "Charles Frohman, Manager and Man," by Isaac F. Marcosson and Daniel Frohman. It will be copiously illustrated, and will have an introduction by Sir James Barrie.



Office Equipment and Business Systems

CREATING OFFICE TRADE

IN considering the question of fostering trade in the summer months, it would be advisable for stationers to give special attention to office appliances. There is hardly an office man who could not be successfully canvassed for some item that he actually needs or could use advantageously.

One stationer attributes much of his success in building up his trade in office supplies to his faculty for observing and remembering the good uses to which certain devices are put in different offices.

For instance, while talking to a business man in his office he may observe him make a note on a memo pad, perchance one of the revolving type and in due course this stationer brings the conversation to bear on this memo pad and he gleans from its user the advantages of its use. One such user said he valued the rotary memo pad because the contrivance itself ensured its being kept in its place on the desk, whereas little loose tablets habitually got mislaid and often when most wanted were unavailable. Again slips of any length could be torn from the tablet, in keeping with the length of memo, which provided against that other frequent experience with tablets of small sheets, of having to devote two sheets to one subject. This advantage was another time-saving element. You see, the user is the man who best appreciates the advantages of utilizing any particular device and he knows how to enlarge on those advantages and by getting him to do so, the stationer can gather many valuable selling points to help him to place the same specialty in other offices.

July and August are especially good months in which to do work of this sort and the stationer who will do it will be surprised at the volume of extra business that he will do in consequence not only in following up suggestions thus observed, but incidentally booking orders for supplies which in many cases would have gone to some other concern, probably to the traveling salesman of some out-of-town commercial stationer.

In larger office equipment, it is of course not so easy to sell in the prospective customer's own office and therefore these missionary trips outside the store may well be made productive in the way of inducing office men to make a special trip to the dealer's store to see a particular machine in operation. Another and most valuable means of inciting curiosity and interest as to the merits of an envelope sealer, for instance, is the store window. A boy or girl can easily learn to operate one at such speed and efficiency as to impress those among the onlookers, or "inlookers," who are logical prospects, to the extent of persuading them to step inside for a closer inspection and detailed information, perchance to buy if the stationer is on his toes to close the sale.

It will be apparent to all, that methods of this kind will go far toward establishing a favorable reputation for a store and what better time to lay plans for accomplishing such results than in the much maligned "dog days?"

A Lusty Young Stationery House

Something About the Meteoric Career of the Toronto Commercial Stationery Business of the A. S. Hustwitt Co.

IN half a dozen years the A. S. Hustwitt Co. have built up a commercial stationery business that now ranks h the best known in Toronto. It was in 1910 that A. S. Hustwitt, whose first knowledge of the trade had been gained with the National Typewriter Co., opened a business of his own, taking room in the Cuthbertson Building, 284 Yonge St. Two years later larger premises being required, quarters were taken on the second floor of the building at 44 Adelaide St., and about a year later another move was necessitated for similar reasons. It was then that the



IN THE HUSTWITT STORE

present basement floor of the same building was leased, giving the business the advantage of a fine large show window, something which up to that time they were unable to have owing to the upstairs quarters occupied.

The business continued to expand and once again the Hustwitts are being confronted with the problem of getting larger premises. The present store is so crowded that all but a minimum of floor space is occupied by merchandise

which is piled high, while the manner in which all available space is utilized, displays a remarkable degree of ingenuity.

The view of the store which accompanies this picture is not a particularly new one, having been taken nearly a year ago, but it will be seen that even at that time the store was more than well stocked.

A. S. Hustwitt has associated with him his brother, F. W. Hustwitt, and two other assistants. The firm has the local selling agency for a number of American firms, including the Elliott Addressing Machine Company of Boston, the Lightning Letter Opener Co., of Rochester, the H. M. Storms Co., makers of typewriter carbon papers and ribbons and other special lines. They have been remarkably successful in selling addressing machines, Mr. Hustwitt making the second best record for the Elliott Addressing Machine Co., in the past year in all fields in the U.S. and Canada.

An indication of their success in selling office specialties is afforded by the fact that they have, within twelve months, disposed of between six and seven gross of pencil sharpeners retailing at 1.50.

Recently an automobile was purchased so as to expedite work in canvassing the offices throughout the city.

The success which attended the Hutswitt Company makes this concern a shining example as illustrating the merit of the advice which Bookseller & Stationer has been persistently hammering into the retail stationers throughout Canada, that they should go out after office supply and business equipment trade. It may be said here that if the Hustwitts had not done that, their business to-day would be only a fraction of what it is to-day.

* * *

Winnipeg, June 20—On June 13 the Russell-Lang Bookstore was in charge of the women members of the board of the Children's Home and that institution got ten per cent. of the day's receipts. The next day women representatives of different Catholic charitable organizations were in charge, ten per cent. of the day's receipts going to those institutions. Catholic books at special prices were featured that day. On the third day on a similar plan the store was in charge of the ladies of the Children's Hospital Board.



A Highly Attractive Window.



A good suggestion for an effective window display.

WALLPAPER



Window Blinds and Pictures

A LEADING wallpaper mill in Montreal reported that they had had an exceedingly good sorting-up season, their stock at present being about half the size of past corresponding dates, this in spite of the fact that a month or so ago prices were advanced from ¾c to 2c in higher grades per roll. This firm claim that this advance does not begin to cover the increased cost of everything in connection with their output. Raw stock is costing to-day 20 per cent. more than formerly, and mills are not anxious to make contracts at any price. Color is, of course, the most serious consideration. Reds, blues and greens are not only quoted at prohibitive prices, but are difficult to obtain at that. Bronzes are similarly advanced, being quoted now at $1 instead of former prices, 30c and 35c. Everything else seems to have been affected. The prices existing to-day will probably be quoted at the opening of the new season, but there will be no guarantee that they will be maintained, and buyers who understand the situation are very anxious to place their orders early. The same conditions prevail in the States, where some very well known mills are unable as yet to make contracts for their raw stock, one reason being that the mills are employed on more remunerative material.

Last year many dealers in Canada who bought imported goods received only portions of their order, so that Canadian manufacturers are at present in a very strong position with the trade owing to their facilities for supplying home demands.

A feature of the samples shown for the next season illustrate to a striking degree the improvements that the necessities of the moment have made necessary in Canadian products. Elaborate effects are notable by their absence, and the tendency is toward simple effects that are adaptable to differing needs.

Rich Tapestry

Oatmeals, varnished tiles and other imported stocks are quoted at very much higher prices, but the trade in general receive these advances with equanimity and complaints on that score are rare. Rich tapestry side walls or borders are a feature of the offerings in combination with a plain body suitable to a mission setting. Light tones and shadow effects are greatly in evidence, and designers have made some daring designs in cut-out borders and panels with insets. Some beautiful tapestries are seen, independent and otherwise, and there is a drift back to the patterns of other days seen in the presentation by one large manufacturer of a collection exclusively old French, Japanese and Canadian designs, in which sylvan and other scenes of human interest hold large place. Panels, plain and with trimmers, are in evidence as usual.

Bedroom patterns show little change in their light tones, delicate narrow stripes and rose cut-out borders. Overprints are seen in the more elaborate and heavy papers for parlors and living rooms.

There are in addition the usual offerings of medium-priced popular goods in the more commonplace designs.

The new samples will be shown to the trade early in July. In general, similar styles to last year will prevail. Small patterns with background effects are very much in evidence. The season is looked forward to with hope that a better class of goods will be in demand. The purchasing power of the people seems to justify this expectation.

• • •

GOING OUT AFTER BUSINESS

One particularly effective means of increasing sales of wall paper and window blinds is to keep posted on new houses in course of erection. The people who are having the houses built should be canvassed at the very first intimation received by the merchant. The writer knows of different dealers, each of whom has a special outside man on the sales staff who is continually on the trail after business. This man interviews contractors, keeps tab on building permits issued at municipal headquarters, sees landlords at regular intervals and by thus keeping in constant touch such a salesman does a large volume of business in the course of a year in wall paper and window blinds, curtain poles, etc. This is a form of business-building which is neglected by most stationers who have wall paper departments in their stores.

A good scheme for dealers in country towns is to establish connections with dealers in the villages in the surrounding district. There is always a good volume of jobbing business to be done in this way by stationers in such towns and their efforts should include wall paper, because this is merchandise of a type that makes such jobbing particularly profitable. That variety of trade is distinct from ordinary retailing because it is a means of materially enhancing the volume of business done, making for better buying opportunities on the part of the dealer by reason of the increased value of his account to the manufacturers and it is to be kept in mind that "the cost of doing business" is passed on to the retailers in the villages to a sufficient extent to offset the discount allowed such retailers and the business coming from what may be described as "out territory," it should not have charged up against it the same ratio of overhead expenses applying to the trade obtained from the immediate territory that may be reasonably considered commercially tributary to any town.

Budget of Trade News from Montreal

Kitchener Books Selling Well—Patriotic Stationery Also in Good Demand—Merchants Casting About For New Lines.

THE bookstores like everything else are beginning to feel more and more the elusive and changeful effect of she stirring times in which we live. A peculiar feature of the case is the general casting about for new lines of both novelties and staples with which to eke out the volume of trade. One prominent Montreal bookseller has about decided to stock a complete line of electric shades and says that he will give one window over to the permanent display of them; another dealer who already handles a number of stationery and associated lines says that he has definitely decided to add one more line and is already casting about and deciding just what it shall be. He states that he is not at all particular so long as it is a good seller and even remotely connected with his present lines.

Another man states that his banner line just at present is a line of school prizes which are specially adapted to the use of the children of Catholic schools which spend considerable money annually in this way by means of a regular appropriation made for the purpose. This turn over is said to be excellent and is done chiefly in books and medals. The stories are nearly all of adventure suited to juvenile reading, school stories, etc., invariably of a high standard, clean and wholesome, with love stories of the most innocent character barred.

In this connection it is interesting to notice the complaint of the lack of moderate priced school prize books, especially adopted for Catholic reading. For some inexplicable reason it is hard to get a line that retails at less than one dollar so that the trade depends largely on cheaper lines that do not contain the Catholic background. In view of the larger Catholic population of the States, this lack is the more remarkable and the filling of it promises to be a development of the not too distant future.

There is a notable lack of books of technical character in the prize list except in vocations particularly interesting to the modern boy, such as mechanics, engineering, the crafts, etc. Nevertheless the general average of the stories combines instruction with entertainment. So true is this last that even Henty is barred from the lists and Alger as well.

Post Card Trade Hard Hit

The post card trade has been badly hit by the stamp tax which has more than cut it in two in Montreal. One dealer who already carries a large assortment of associated lines, amongst the best of which are various office specialties, paper napkins and tissue paper goods in general as well as shelf paper, has solved the difficulty by replacing it with a novelty line of crepe paper table doilies, lunch sets, serviettes, etc., in patriotic designs over which he is very enthusiastic.

Some Good Selling Lines

Patriotic stationery both in white and khaki is also going extremely well as in fact most patriotic designs do. Another good novelty is a partially addressed envelope for use in writing to the soldiers, bearing as it does, about three-quarters of the necessary army form of address designating regiment, brigade, division, etc.

Kitchener books have had a mild boom lately and a 25c edition that came out just at the time of his death has had a remarkable sale, which has been especially gratifying in view of its ten cent cost.

"Kitchener's Mob," by James Norman Hall is going well too. It is interesting to note in this connection that contrary to the detailed and erroneous explanations that have been going about in connection with this title, that the word "mob" is not meant literally in the usual meaning of the word but as purely a term of the army which always refers to any unit of soldiers as a "mob" or "crush."

"My Home on the Field of Honor," by Francis Wilson Huard is enjoying one of the most remarkable sales of the moment. Patrick MacGill's "Red Horizon" is on the stalls and starting off fairly well. The author is a protegé of the Daily Mail and a private soldier who has developed considerable talent as an impressionistic writer of realism. Collections of G. B. Shaw's "Androcles and the Lion," "Overruled" and "Pymgalion" within one cover are also seen in good quantity. "How to Live," by Fisher & Fisk has sold extremely well and shows no signs of letting up. "Who Goes There," by Wilfrid Meynell is a very readable little book and is selling well.

The hit of the recent weeks though has undoubtedly been the Bairn's father collection of cartoons from the London Bystander. The tremendous appeal and sales of these books cannot be exaggerated. Not once but repeatedly, dealers have had to protect their stocks from eager buyers who seek to buy a dozen at a time to send to friends at home and the front. They are amongst the best artistic output of the war. Their sale has helped the already healthy business in the wonderful Raemaker's cartoons and the more recent "Anzac book" which latter does for Gallipolli what Bairn's father does for Flanders in a bulkier form if in a less masterly manner.

Less interest is shown in violently partisan literature as in the case of "The Kaiser's Garland," which although stocked in most stores and selling to some extent is not in the "big" class. "Germany Before the War," by the Belgian Minister in Berlin is out and enjoying moderate success. A feature of late has been a slight revival of interest in expensive art books, not general enough to establish a record but still valuable as indicative of changing taste and possibly means.

The stores all offer a greater variety than ever of magazines of every description and the sales appear to warrant the investment. People continue to buy them in bunches. Not the least of these is the extremely heavy sale of "movie" magazines of all classes—and some are in a very low state of literary evolution, but even that does not prevent a big sale in them. Another interesting development of the times is the interest shown by the returned soldiers and their families for British publications over a wide range of choice although not large yet it is conceivable that with the eventual return of our men from overseas this development may assume large proportions. One dealer states that his commission on outright subscriptions to London periodicals is steadily growing, to say nothing of newstand sales.

MUSIC and MUSICAL MERCHANDISE

Talking Machines and Records



MILITARY and patriotic songs are such good sellers these days and there are so many good ones that it would be good business to put in a special window display of these, including old favorites as well as the creditable new ones. There should be a display inside the store as well and during the days the window is used for this purpose there should be special effort directed toward the sale of these pieces. One of the most popular of the Canadian war songs has made the record of over 100,000 copies sold. Every dealer should seek to get his just share of the good business that is going with these musical publications.

SHEET MUSIC SPURT

The following account of "a sheet music spurt" is from the "5 and 10c magazine":

The Fair Store, Chicago, has installed near its sheet music section a counter about 14 feet long, which bears a large placard reading "Watch This Counter for Sheet Music Bargains." All music shown on one side of the counter retails at 5c per copy; that on the opposite side sells for 2½c. At the latter price, the store is undoubtedly selling at less than cost, but it is getting rid of "stickers." It's better to close them out at 2½c than to burn them up. Soiled music finds its way to this table also.

NEW SHEET MUSIC

One of the conspicuous successes of the year in military pieces is "I'll Come Back to You When My Fighting Days Are Through," written and composed by Frank O. Madden, which has been adopted as the marching song of the Toronto Light Infantry. It has scored a big success, especially in Toronto, where over ten thousand copies were sold in a period of less than three weeks.

The chorus of the song runs as follows:

Fare you well, I must go, little darling,
Though this parting is hard, dear, to bear;
But the boys in the trenches are calling,
I must go. My duty calls me there.
Dry those tears from your eyes, little darling,
You must smile and be brave while I'm gone,
For I'll come back to you when my fighting days are through
And the war for our liberty is won.

Two Canadian publications already off to a good start are "On to Victory" (Wm. Carey Foster) arranged by Jules Brazil, and "There's a Corner of the Flag for You to Hold" (lyrics by Gordon Dagger), music by Jules Brazil. Both numbers express a good Canadian sentiment and the music is catchy yet easily acquired.

Among the new publications worthy of note are the following from Joseph Williams Ltd., the London music publishing house: "The Follies," being the fifth album of songs composed by H. G. Pellissier. The album is published at one shilling; "Six Lyrics," selected from poems and songs by Richard Middleton and set to music by Florian Pascal; "Six Scotch Songs" (Robert Burns), with music by Stewart Macpherson; "Songs of the River," for vocal quartette and piano, by Thomas F. Dunhill; "Holiday Time," being nine little pieces for the young, for the piano, by George Tootell and Books I and II of the album series of modern composers. The nature of this latter series will be adequately suggested by the contents of Book I: "St. Louis Gavotte," Stepan Esipoff; "The Month of May," English dance, Caroline (Maude) and "Serenade," Cyril Thorne.

HOW MUCH TIME TO A CUSTOMER?

"How much time should be given to the sale of a record?" asks a writer in a music trade paper. "That's entirely a question of salesmanship," was the reply of a successful talking machine retail salesman. "To some record customers that buy a record I would give about five minutes, and with some others, if I spent an hour in demonstrating and selling a single record I would consider the time well spent.

"You must either know your customer or size him up. It wouldn't pay to spend an hour selling one record to a person who was not a prospect for more records, or who would not be in a position to influence someone else to buy records. You must gauge your customer, and that is not always easy to do.

"Some business men can get through with an interview and dismiss the caller in ten minutes, where others would keep him half the forenoon. Perhaps it is a question of mental attitude. The person being interviewed knows the value of his time, and has trained himself to consider the interview at an end when the business is transacted, and he can tactfully dismiss the visitor, making the latter feel that it is his time that is too valuable to waste.

"Similarly in selling a record. It is a question of the most profitable thing to do; which might be in getting the customer out in a minimum of time, or it might be in keeping him around for an hour. It depends upon a number of circumstances, and only the good salesman knows how to be governed by circumstances, but he cannot put into words any explanation. All he can tell you is not to waste time, and to sell enough records to make your work profitable, regardless of how little or how much time is given to the customer."



Books

Canadian History in the Making

Remarkable Story of Achievement Recorded in Book on North-West Police—Other News of Canadiana

"THIRTY-ONE Years in the Royal North-West Police," is the title of Captain R. Burton Deane's remarkable book based on his experience with that great organization, which is so closely identified with the settling and expansion of the great west country of Canada. It is a story of thrilling interest, of facts, not fancies. Captain Deane joined the force when it was in its infancy; in fact, he drew up its first Regulations and Standing Orders. He pictures the growth and development; its vicissitudes, its triumphs, through its vigorous childhood to full maturity. He has somewhat to say about politicians, vis-a-vis the force, which will doubtless cause some ear-burning in Ottawa, and more about political "influence" which worked so powerfully to the force's detriment; and there is a suggestion that "Ichabod" is written over the portals of the force's headquarters.

But the achievements of the force here recorded form as entertaining a romance, of crime, criminals and police as can anywhere be found. Louis Riel and his rebels have been heard of before, but here is an intimate picture of his trial: but what of the "Tucher-Peach," the "Benson" and the "Wilson" murder cases? Crimes redolent of the "wild and woolly West," which make our city murder cases more filthily sordid and commonplace than ever. "The Crooked Lakes Affair," cattle smuggling, lynchings —all these belong exclusively to the North-West, and to read of them as Captain Deane tells the tales is to be transported to a new field of criminal romance. The "North-West Mounted Police" has always been synonymous with "wild and daring adventure"; its story as here related fully maintains its reputation without any extraneous striving for glamor; its very matter of factness emphasizes its inherent romance.

* * *

GENERAL AMHERST

The first biography of Jeffery Amherst, the British General, whose strategy and persistency brought the French and Indian War to a successful close and added Canada to the British Empire, has been written by Lawrence Shaw Mayo, and appears in a volume of 344 pages, published at $2. Heretofore the most extensive accounts of Amherst's life and activities was to be found in the Dictionary of National Biography, while Parkman's writings supplied the best history of his brief but efficient career in America. Of his earlier campaigns on the Continent, of his association with Ligonier and Pitt, of his part in the conduct of the American War, of his method of quelling the Gordon Riots, and of his personality there has been no connected story. This is supplied by the present work, which rehabilitates Amherst and gives him his proper place in the history of his time. It also gives one an idea of what George III. thought of him and the opinions held by those who drank port with the General at his town house and at "Montreal."

* * *

"Wild Animal Ways," the new book by Ernest Seton Thompson, was published last month.

* * *

"The Girls of Morning Glory Camp" is a Canadian story by a Canadian writer, Isobel Hornibrook. It is a book for girls in their teens.

* * *

"Socialism To-day" contains a chapter devoted to socialism in Canada.

* * *

Rev. John MacNeill's fine book, "Christianity and the War," has gone into a second edition.

* * *

While Will Levington Comfort is not a Canadian, he lives in Canada a considerable portion of his time, having a summer home at Kingsville, Ontario. That district and the great lakes figure conspicuously in his new juvenile book, "Child and Country."

* * *

HISTORY

"Studies in Index History," by W. P. M. Kennedy, which comes to Bookseller and Stationer from Constable's, of London, deals with such topics as suggested by these chapter headings: The Policy of Henry VII, Henry VIII and Clement VII; The Literature of the Edwardine Reformation; Some Aspects of Edwardine Life; The Difficulties of Queen Mary; The Early History of the Elizabethan Compromise in Ceremonial; Some Aspects of Elizabethan Life; Two Catholic Champions: Blessed Edmund Campion and Cardinal Allen; Elizabethan Puritanism; Reservation under the American Prayer-book.

* * *

SCIENCE

Many illustrations and maps add to the interest and practical value of a book entitled "The Cruise of the Tomas Barrera," by James B. Henderson, receipt of which is acknowledged from the Putnam's. It presents the narrative of a scientific expedition to western Cuba and the Colorado Reefs, with observations on the geology, fauna, and flora of that region.

THE BEST SELLING BOOKS

Canadian Summary—Fiction

1	Just David	Porter	92
2	Bars of Iron	Dell	62
3	First Hundred Thousand	Hay	58
4	Seventeen	Tarkington	33
5	Held to Answer	MacFarlane	27
6	The Real Adventure	Webster	25

Best Sellers in United States

1.	Just David	Porter
2.	Seventeen	Tarkington
3.	Man of Music Mountain	Spearman
4.	Bars of Iron	Dell
5.	The Border Legion	Grey
6.	Under the Country Sky	Richmond

Better Help from Publishers to Booksellers

Important Address by C. C. Shoemaker, of the Penn Publishing Co., at the Booksellers' Convention in Chicago.

THE Publishers' Co-operative Bureau is probably not a familiar name to most booksellers. This is in part the fault of the members themselves, who have gone about their work in a quiet, unassuming way, without any clash of cymbals or blare of trumpets, and in part, perhaps, due to the uncommunicative character of our emissaries who are not always inclined to transfer information of so prosaic a character. Then, too, in the multiplicity of associations, it is somewhat difficult for the bookseller to know exactly to which one reference is made. What with the American Booksellers' Association, the National Stationers' Association, the various local booksellers' associations, such as are now in New York, Boston, Philadelphia and Chicago, and many other associations almost too numerous to mention, it is no wonder that some confusion should exist in the mind of a dealer far removed from New York City.

Henceforth, the attitude of the Bureau will not be quite so modest and unassuming. Most of its members will announce the fact of their membership in the Bureau on their stationery, and also in all newspaper and magazine advertising. Every salesman will have placards in his sample room announcing that his firm is a member of the association, and all composite newspapers, catalogue and circular advertising will bear the names of the members of the Bureau. A colophon, too, will very possibly be used by all members.

History of the Publishers' Co-operative Bureau

The organization was effected just three years ago, but has at no time embraced all the book publishers. The present membership is composed of the following: The Century Company, Dodd, Mead & Company, George H. Doran Company, Doubleday, Page & Company, Grosset & Dunlap, Harper & Brothers, Henry Holt & Company, Houghton Mifflin Company, Little, Brown & Company, G. P. Putnam's Sons, Frederick A. Stokes Company, The Baker & Taylor Company, B. W. Huebsch, John Lane Company, The Penn Publishing Company, The Pilgrim Press, and George W. Jacobs & Company.

The object of the Bureau is the obvious one of trying to increase the interest in books. Mr. W. B. Clarke, of Boston, who has probably done more for the improvement of the bookselling business than any other person in the trade, is responsible for the statement that "the unit of purchase of books is lower than for any other article of merchandise," which in other words means that less money is spent for books than for anything else. Ambassador Page is authority for the statement that "men pay less for books than they do for their neckties; and women's purchases of books amount to less than they pay for the buttons on their clothes." Certainly it is true that in comparison with other nations we spend much less for books than do any of them. Surprise is frequently expressed at the number of books published in this country, followed by the assertion that it is utterly impossible to keep track of so many of them. Ten thousand new books each year may seem an enormous output. As a matter of fact, the small European country of Switzerland publishes one-fourth as many as we do, and we have twenty-five times her population.

United States Lacking in Books and Booksellers

The activities of the Bureau were designed to apply first to the public, and second to the bookseller. Books, especially new books, find their way into comparatively few homes. If anyone will take the trouble to make a canvass of the homes in the community in which he lives, he will be surprised to find in how few of them will be found books of any kind. Scarcely anyone makes a pretense of having a library—a library that is at all up-to-date—and the oldtime custom of having a children's bookshelf or a library devoted to children's books seems to have passed out of existence. If by any chance a home is found with a library, then that library is usually filled with long sets of subscription books that are never opened, or a lot of cheap out-of-date reprints so worn and unsanitary that they disgrace any home, and should be offensive to any person handling them.

Dearth of books in the homes is scarcely more pronounced than the lack of booksellers in the United States. With a population of one hundred millions of people, there are scarcely, all told, counting both booksellers and department stores, two thousand dealers in the entire country. If we had the proper number of booksellers there would be at least ten thousand of them in this country—one to every ten thousand population as against one to every fifty thousand as it is to-day. One to every ten thousand is a low average for an European country, and that far off country of Australia with a population of five millions of people is said to have as many booksellers as we have in the United States with twenty times her population. To be sure, there is, or was, a reason for this absence of booksellers in this country, but for some years past that reason has, in a large measure, been removed. Until the various trade organizations came into existence, bookselling, as everyone knows, was an unprofitable business, but in recent years conditions have changed so that now it is probably as profitable as many other kinds of retail merchandising.

The average cost of doing a book business is from 20% to 30%, while the average publisher's discount is from 30% to 33 1-3%, so that with extra discounts for quantites, it is not difficult to calculate what the net profit should be. It is no secret that all well conducted stores are securing a good average net result, and that the profit is not always in Open Accounts, or Merchandise on Hand, but is in actual cash deposited in bank, or has been drawn out of the business and placed in dividend paying investments.

College Women are Entering Bookselling

During the last few years there has been some increase in the number of booksellers, but the advance has not been as rapid as it should have been. An article by Earl Barnes, entitled "A New Profession for Women," that appeared a year ago in the Atlantic Monthly, brought out a number of inquiries from college women about the book business, with the result that several of them have already engaged in it. Another article, to appear in an early number of the Ladies' Home Journal, written by a woman who is conducting a unique bookshop in central New York, is likely to bring forth hundreds of other inquiries with the result that some further additions to the bookselling ranks should be made. While the Bureau wishes to encourage as much as possible the establishment of new bookstores, it will never urge their installation except in a city where there are not enough bookstores, or in one where there are

none at all. It is not unusual to find a city of ten or fifteen or even twenty-five thousand population, where there are no bookstores whatever.

Prosperity Means More Intelligent Employees

One of the recognized defects of the bookstores has been the lack of intelligent help. Now that there is more profit in the business than formerly booksellers can afford to increase the compensation of their salespeople, and thus attract more intelligent employees. Let us hope that in time there will come to the business many college graduates, or at least people especially trained for the book business. There have been established in New York and Philadelphia schools for the training of booksellers, and the Bureau has been glad to give substantial encouragement to the activities of these schools. In this connection it will be interesting to know that Mr. B. W. Huebsch, who has been actively interested in the work of the schools, is engaged this summer to deliver a series of lectures at Chautauqua in a course for book salespeople. This is to be a part of the course in the training school for librarians, and Mr. Huebsch's lectures will no doubt have a large audience.

There is much room for improvement, too, in the physical appearance of bookstores. There is no reason why all of the good taste in store windows and window dressings, store fixtures, and display of stock should be monopolized by candy shops, cigar stores, haberdashers, drug stores, jewelers and restaurants. It is encouraging to note that recently there have come into existence some bookstores that in taste and appointments are fully as attractive, perhaps more artistic, than the shops mentioned.

The Sunwise Turn: A Modern Bookstore

One of the more recent developments in this connection is a store that in the past month has opened in New York. It is one door from Fifth Ave. and in the heart of New York's business shopping district and bears the name of The Sunwise Turn, a Modern Bookshop. It has a very attractive exterior as well as interior, and is most artistic in all of its appointments. The proprietors are two exceptionally intelligent women. One is a short story writer and a contributor to popular magazines, and the other a well known lecturer and art critic on a large publication. Their business has for its basis three fundamental principles: First, an intimate knowledge of a very large portion of the books they have in stock; second, a subscription plan by which they will send to their customers a certain number of books during the year for a fixed price, and third, that all transactions are for cash, there being no charge accounts. Already the shop has attracted a great deal of attention, and through their various newspaper and magazine connections, the proprietors are sure of a great deal of free publicity.

"New Books" Discontinued

But to the work of the Bureau. One of the first of its activities was a heritage that came to it in the form of a publication known as New Books formerly conducted by the Advertising Men's Association. A unique feature of this publication was that only a limited amount of space was given to any publisher, and that all announcements were censored, no praise or superlatives being permitted.

New Books proved to be an excellent advertising medium for books of reference and the more serious novels, but as it was found difficult to continually announce books of this kind, its publication was discontinued. To a certain extent the idea embraced in New Books is now being carried out by the Review of Reviews in their monthly Book Supplement. Each month they circulate it to their own mailing list, and furnish imprint editions to the trade. This pamphlet is made up of their book advertising sections and has a page or two of editorial matter especially written for it.

Book Exhibits and Other Activities of the Bureau

Book exhibits have been another feature of the Bureau. For several consecutive years these have been held in Boston, New York, Philadelphia and Pittsburgh, although not all of the exhibits were under the auspices of the Bureau. In each of these cities the exhibits have attracted thousands of people, with an increasing attendance each year, and the result must have been increased sales of books in these localities, especially the more recent books.

A somewhat unique activity of the Bureau was the speaking tour of our worthy president, Mr. John J. Wood. His first appearance was at the home of Mr. Doubleday at Oyster Bay. There on the lawn, underneath a leafy bower, he first told his story to a group of publishers, and it proved so interesting that he was urged to make the same talk before booksellers, with the result that he has already spoken in Philadelphia, Pittsburgh, Boston, Washington, New York, and Baltimore. While he himself has probably forgotten it, he is under contract for further appearances in Rochester, Buffalo, Detroit, Chicago, St. Louis, and any other cities where audiences of not less than one hundred can be gathered to hear him. I hope he will not mind my saying that he has always proved an interesting speaker. What he has to say begets on the part of salespeople themselves a greater enthusiasm for books, and he suggests very practical ways and means, not only of selling more books to people who are already book-buyers, but of opening up avenues for the sale of books among people who previously had not been purchasers.

No one who can hear him should fail to do so. He is literally worth going miles to hear, as was attested by a lady from Richmond, Virginia, who journeyed all the way to Baltimore to hear his talk and said she was repaid many times for the trip.

Last December the Literary Digest, with a circulation of half a million copies, arranged with the Bureau for a full page of advertising setting forth reasons why people should buy books for Christmas. This was accompanied by a strong editorial on the subject. For several weeks previous to Christmas the Bureau supplied placards "Books for Gifts" which they inserted in the street cars of from thirty to forty cities. The New York Post had a similar card in a number of the street cars of New York. While all this publicity for books was gratuitously given by these two excellent book mediums, the papers naturally expected that the publishers would freely use their advertising columns, and this was done to a very large extent.

The Bureau also distributed over a million "Books for Christmas" postage stamps, 200,000 eight-page lists of the publications of members, 4,000 poster cards, "Books make the best gifts," and 6,000 streamers for windows.

The members of the Bureau did some composite newspaper advertising with the booksellers on a 50-50 basis, and they stand ready to repeat this arrangement this season to the extent of full pages or less, wherever booksellers wish to enter into it.

General Catalogue Proposed

Probably the largest undertaking the Bureau has yet engaged in will be the preparation of a general catalogue of all the new books of all the contributing members. This will be the most attractive and most comprehensive catalogue ever prepared. Not only will the space be limited to members, but only a limited amount of space will be given to each publisher. All copy will be edited so that only plain, simple, dependable descriptions of the books will be given. The expense of this catalogue will be considerable, and to offset this some imprint editions of it will be distributed to dealers at the exact cost of manufacturing.

The catalogue is now in preparation, and a dummy of it will soon be shown by the representatives of the various publishers.

While it may not appear to all booksellers that a great deal has been accomplished in the way of increasing the sales of books, there must of necessity have been some results and it is hoped that much more will be manifested hereafter. Certainly it is true that the efforts of the Bureau have not been relaxed nor its purse string tightened. The publishers have contributed liberally, and the money has been freely expended.

This year the Bureau proposes to pursue its course even more vigorously than before, and as its work is quite as much in the interest of the bookseller as the publisher, any suggestions that come to it from the convention now in session, are sure to have serious consideration. We are all of one family, working for a common end, the sale of more and more books.

The Chairman: The first thing I want to say to you is that Mr. Shoemaker is not my advance agent. He is preparing all of these hot air trips, but he forgets that the contract ceased with the beginning of this week, and that I have no contracts with Mr. Shoemaker or anybody else, and I am sure I will not after I have made the statement to them that I am charging $100 a night. (Laughter.)

Mr. Stewart: What is the catalogue for? I don't see the point of a catalogue of that kind which leaves out some of the biggest publishers. I don't see its special value. I would rather have a complete catalogue to send out.

Mr. Shoemaker: We can only say in reply to Mr. Stewart that this is only the beginning. We would like to have all the publishers in the Bureau. We hope to make the Bureau so attractive that some of the people who are not in it now will be very anxious to get in it later on. There are some publishers, Mr. Stewart, who are not in favor of co-operation, and you cannot change their policy.

The Chairman: Have you any other questions?

Mr. McCarthy: Mr. Shoemaker gave figures in reference to the cost of doing business. I would like to have him repeat that percentage.

Mr. Shoemaker: I said the cost of doing business, as it has been established by the booksellers' committee, is from 20 to 30 per cent. I don't know of any case where it is as high as 30 per cent., unless it is in New York City.

Mr. Herr: I would like your authority for your minimum figure. The investigation conducted by this organization years ago showed that it was from 28 to 30 per cent. as a minimum, and 31 to 32 as a maximum.

The Chairman: Twenty-eight and one-half to 32 per cent. Mr. Cary, I think, had something to do with that.

Mr. Cary: It was figured some years ago on the basis of a business doing $100,000 a year. I believe that Mr. Shoemaker's figures are practically correct.

Mr. McCarthy: But I would like to know under what combination of circumstances a business should be conducted on a minimum basis of 20 per cent.

The Chairman: That was simply an error, Mr. McCarthy. I think he wanted to make us feel good. (Laughter.)

Mr. Conover: Now, is that per cent. figured on the cost of your merchandise, or on the sales?

The Chairman: It is on the sales.

Mr. Conover: Well, in that case don't you come out of the same hole you went in at? (Laughter.)

Now then, a man is just starting in the book trade. He buys a book for a dollar. What has he got to sell it for to come out whole and make a little for himself?

Mr. Stewart: A dollar and a half.

Mr. Conover: How do you get at that? He has not charged any expenses. He doesn't know what they are.

The Chairman: The expenses started before he went into business.

Mr. Conover: He doesn't know how much they are.

Mr. Stewart: No.

Mr. Conover: Then he will have to go to some other fool bookseller to find out. (Laughter.)

The Chairman: You are right.

Mr. Conover: There has been a great deal said about the inaccuracy of basing your expenses on the cost of your goods. But I say you have got to begin right there. You have got to know how much you are going to add to the cost of the article when you sell it.

Mr. Shoemaker: I think it is pretty well established that an article costing $1 approximately wholesale should be sold at $1.50 retail, and I think we are always safe in following Mr. Conover's sage advice because he makes money. He knows he makes money because he has the money in his pants pocket. I hope, Mr. Chairman, that there will come from this convention some suggestions to the Bureau that will enable the Bureau to devise ways and means of selling more books.

Mr. Arnold: Would it be possible for Mr. Shoemaker to give us the names of the publishers, the larger ones who do over a $100,000 business who have actually declined to join the Bureau, and some of their reasons for declining?

The Chairman: I think that would not be justified.

Mr. Arnold: But I want to know why they do not co-operate.

Mr. Shoemaker: Mr. Chairman, I went as far as I could when I read the list of members themselves. Those who were not read are not members of the Bureau. Everyone has been asked to join.

Mr. Herr: Mr. President, I would like to suggest to Mr. Arnold that there are some publishers like some booksellers; they won't co-operate.

The Chairman: These talks are very enjoyable, but really we have other papers just as good as Mr. Shoemaker's. "Libraries as Bookstores and Bookstores as Libraries." Miss May Massee, Editor of A. L. A. Booklist, Chicago.

Editor's Note. We are indebted to the *Publisher's Weekly*, of New York, for the foregoing verbatim report of Mr. Shoemaker's address on the discussion which followed at the recent convention in Chicago of the American Booksellers' Association.

DIAMONDS

Frank Wade presents a study of the factors governing the value of diamonds in his book "Diamonds," a copy of which has come from Putnam's. This book gives the reader the necessary knowledge to determine the different grades of excellence in diamonds. It enables him not only to determine the qualities in a gem that give it worth; it is a safeguard of thorough trustworthiness against the flaws and blemishes that reduce value. The author considers as factors enhancing or lowering the value of diamonds,—color, flaws, cutting or "make," repairing and recutting, mounting, etc.

MUNICIPAL GOVERNMENT

Every bookseller should be able to create a demand for both books and periodicals which treat upon this question of Municipal Government, and in this connection it is interesting to mention the appearance of Rand, McNally & Co.'s publication "The Business of Government, Municipal," by Frank M. Sparks.

It is a strong treatise on the evolution of municipal government from the old town-meeting plan through the representative, board, commission, and cabinet forms to the city manager plan. It deals with every phase of municipal affairs, showing weakness here and strength there, at the same time binding up civic interest and civic pride in the reader.

The Day and Afterwards

Of Extraordinary Merit is the Australian Prime Minister's Book of War Speeches—Other Volumes of Note Affecting the Great War

DAVID LLOYD GEORGE has given his estimate of the new book of war speeches by Right Honorable W. M. Hughes, the Australian Prime Minister, published under the heading of "The Day and Afterwards," in the following words:

"No public speeches of modern times have made such an impression on the British public as the series appearing in this book. Men may—and do—disagree angrily about some of the sentiments expressed, the implications suggested, and the policies outlined, but I have found no one to challenge the power of popular appeal exhibited in these virile utterances. . . .

"Speeches are like shells. You may have a shell perfect in form and polish, but, through inadequate or defective propellant, failing to reach the object at which it is aimed, or, owing to some imperfection in the detonating arrangements, failing to explode if it gets there. Read these speeches, and you will find that the sentences get home and that their detonating quality is of the highest order.

"Mr. Hughes . . . understands the British Democracy. No living man has shown himself to possess so many of the arts that make a successful leader. . . . And he has placed all his gifts at the disposal of Britain in the day of its peril. . . . He realizes the impending danger . . to British ideals of freedom and right, and with characteristic intensity he is endeavoring to rouse his fellow-citizens to the same understanding of the lurking disaster.

"That is the one insistent cry in these remarkable speeches."

* * *

A remarkable narrative of war time is that contained in the journal of Madame Edouard Drummond, entitled "A French Mother in War Time." The diary extends from July, 1914, to August, 1915, and this anxious French mother makes no attempt to represent herself as more heroic than she was or is, and her honesty gives a special value to her picture of the really fine figure in the book, that of her son Paul, many of whose letters to her during the war are given. Among the interesting passages in the book is a description of the scene at the Paris Cabinet Council when Gen. Gallieni was asked by the Ministry if he would defend Paris.

* * *

"Priests in the Firing Line" is the title of a book by M. Rene Gaell, an English translation of which is now in the press. This book treats of the heroic deeds done by French priests as soldiers and chaplains. The book has had a great success in France.

* * *

Another important war book nearly ready is the concluding portion of "Eye-witnesses' Narrative of the War." It deals with the British front in France and Flanders from March to July, 1915, the chief events narrated in it being the second battle of Ypres, when the Canadians saved the situation in the German's first great gas attack. The title of the book is "A Year Ago."

* * *

Boyd Cable has written a new war book entitled "Action Front," being a further series of pen pictures of the life of British soldiers in the trenches by the author of that great success "Between the Lines."

BARON BEYERS' BOOK

The late Belgian Minister at the court of Berlin, Baron Beyers, has written a remarkable book entitled: "Germany Before the War," an English translation of which has been published by Nelson's. The book gives impressions of Emperor William, the royal family, the Kaiser's court and the German Government. It tells of the army and navy and of the war party; of the Reichstag and its political parties. Public opinion and the economic causes of the war form the text of one chapter and the Moroccan and Eastern questions are dealt with in their relationship to the "Week of Tragedy." By no means the least significant in the contents of the book is the chapter treating upon Belgian neutrality and the invasion of Belgium. Decidedly this is a book to command earnest attention.

LIFE OF KITCHENER

The sensational ending of the remarkable career of the late Lord Kitchener gives a mournful interest to a book nearly completed by Mr. Harold F. B. Wheeler, F. R. Hist. S. "The Story of Lord Kitchener." But two chapters remained to be written when the fateful news arrived of the sinking of H.M.S. "Hampshire," and the book therefore will be available in a very short time. It will deal with the entire career of the great soldier and will include an account of his death—a not inglorious ending of a strenuous and eventful life.

WYTHE WILLIAMS

Among the creditable books of war interest which McClelland, Goodchild & Stewart have put out, not the least meritorious is Wythe Williams' "Passed by the Censor." The author is a member of the staff of "The New York Times." This book tells of Paris in war time and is a real story of the march of events subsequent to the initial onslaught of the Kaiser's hordes.

The brilliant pen pictures by an American, trained to observe and record what he sees makes the book most readable and some exclusive material is included, including a facsimile of the official maps of the German trenches furnished to the French officers the night before the great offensive at Champagne.

WAR GAINS

"The Soldier Boy," by C. Lewis Hinds, which comes from the Putnam's presents impressive little sketches and cameos of the war. A book of war gains, not the gains in yards of trenches won or in sanguinary repulses of the enemy, but in the conquest of the spirit, the filling of the soul with a new zest for life, the strengthening of the moral fibre.

AN EPIC OF THE WAR

"Golden Lads," by Arthur Gleason (McClelland, Toronto), may be characterized as an epic of the war. It is a touching and thrilling account of how the invading war machine crushed Belgium, and how it was met by the young soldiers of Belgium and France, with a report on atrocities by the one American who can say "I saw," whose testimony is incorporated in the Bryce report, and whose depositions have been used by the French Government as material for its future official history of the war.

TELLS OF FRENCH FIGHTING

In the Copp, Clark Co.'s new war book "With the French," by the late Richard Harding Davis, there are graphic descriptions of the bombardment and destruction of Arras, the mud trenches of Artois, the zig-zag chalk trenches of Champagne, the fighting in Argonne, the rapid recovery of France after her invasion, the retreat of the Allies in Serbia and the landing of reinforcements at

Salonika, etc. Many significant points in these and other directions he could never have seen except for unusual opportunities and facilities accorded him on account of his great reputation, his innumerable friendships with men of influence, and especially on account of the favorable impression made upon the French authorities by his narrative of an earlier visit to the front, "With the Allies."

GENERAL BOTHA, THE CAREER AND THE MAN.

By Harold Spender. Published by Constable and Company, London. 348 pp. Price, 7/6.

This is a timely volume. The record of Botha's career is brought up to the end of 1915 and is written with obvious sympathy and out of full and well-digested knowledge. maps, an appendix and an index are features that add to the value of the book. A good portrait of Botha forms a frontispiece.

The career of Louis Botha is one of fascinating interest. Born a farmer in 1862 he became involved in the first Boer War as a soldier, and in the later Boer War (1899-1902) his military genius found full scope. But it was in the period of reconstruction which followed the signing of peace that the truest and finest qualities of Botha revealed themselves. While always ultra loyal to his own country and people, Botha is a statesman, and has been able to see that the welfare of South Africa lies with, rather than runs counter to, identification as an integral part of the British Empire. Beyond a question, it is he who has saved the Union of South Africa to and for the Crown of Britain.

Mr. Spender writes with the ease and skill of one trained in such work, and has performed a service of real value to the cause of Imperial unity by the preparation of this record of the South African Premier, and of his policies, achievements and statesmanship. Canadians who read this book will have a fresh vision of Imperial problems, forces and tendencies; and will understand the better their own politics and development.

• • •

A new war book, which comes from England, is entiled "How Botha and Smuts Conquered German South-West Africa," being based on official information by Reuter's special war correspondent, who accompanied the forces sent by the Union Government.

NEW MILITARY HANDBOOKS

W. S. Paine & Co., of Hythe, England, have appointed McClelland, Goodchild & Stewart as their Canadian representatives for the sale of their series of military handbooks. Among their new publications being, "Scoring Book for Canadian Forces," by Lieut. Raker, of the Canadian School of Musketry, Shorncliffe, and "Notes on Musketry," by the same officer. Others of the same publishers' military handbooks are: "Grenade Warfare, Notes on Training and Organization," by Lieut. Dyson; "The N. C.O.'s Handybook," by the officers of the McGill University Company, containing facts that every competent and efficient officer should know and "Instructional Handbook of the 303 Lewis Machine Gun," this being the type of machine gun made in Canada.

Wanderings and flight through Montenegro and Serbia in war time are recorded in "The Luck of the Thirteen," by Mr. and Mrs. Jan Gordon.

* * *

Another contribution to war literature affecting the French is Christian Mallet's volume, "Impressions and Experiences of a French Trooper," dealing with the campaigning in 1914 and 1915.

A new novel is coming from Wells. Its title is "Mr. Britling Sees it All," to appear serially in the London "Nation." The story describes Great Britain before the war and how the nation has been affected by the great cataclysm.

* * *

"Germany vs. Civilization," by William Roscoe Thayer, has this sub-title in "Notes on this Atrocious War." The book is a study of the war in its relationship to America. It is published by McClelland, Goodchild & Stewart in a $1.00 edition.

THE GATE OF ASIA

A journey from the Persian Gulf to the Black Sea is described in a most interesting manner by William Warfield in his fine book, "The Gate of Asia," which the Putnam's have put out in a $2.50 volume, the interest being enhanced by forty-eight full-page illustrations. The title is most appropriate because the region traversed, including Mesopotamia, Kurdistan, Armenia, and the Persian province of Azerbaijan, has acted as a connecting link between those civilizations on the west whose relations have been chiefly with Europe and the Mediterranean, and those on the east which are peculiarly Asiatic. Through this region have passed all the land trade routes between west and east, and all the armies of invasion which, in historic times, have entered Asia from Europe, or vice versa. This is excellently illustrated by the fact that the author's route constantly crossed those of such conquerors as Cyrus the Persian, Genghis Kahn, Nadir Shah, Alexander the Great, Xenophon, and the Emperor Julian.



WAR HISTORY

Nelson's History of the War has reached its twelfth volume, in which the able author, John Buchan, deals with the retreat from Baghdad, the evacuation of Gallipoli and the Derby report. The volume to follow will treat upon the position upon the sea, the fall of Erzerum and the battle of Verdun.



ENGLAND'S EFFORT

No more wonderful graphic picture could be conceived than that which Mrs. Ward has given us, of the intense activity of the English people at home in their part of the war—the vast munitions and equipment industries into which women are pouring by tens of thousands to take the place of men; the men working literally "till they drop"; the transformed England that has come with the realization of her needs. Mrs. Ward has followed, too, the munitions to the front in France, of which she gives a picture unsurpassed in vividness. This book "England's Effort" ably answers the critics that in some quarters have been notoriously blind to the accomplishments of the Anglo-Saxons in this war.

* * *

Stanley Washburn, the authority on Russia, has written another volume on Russian war exploits entitled "The Russian Campaign, April to October, and the Evacuation of Warsaw, 1915."

* * *

"The War in Eastern Europe" is John Reed's title for his book recording experiences in the belligerent Balkan countries. It shows both lights and shades of wartime and in a most interesting manner sets forth the peculiarities of the peoples of that part of the world.

In "Prisoners of War," André Warnod tells of the experiences of French prisoners in German war camps.

John Galsworthy's introduction in W. H. Hudson's new book: "For of all living authors—now that Tolstoi has gone—I could least dispense with W. H. Hudson..... 'Green Mansions,' a story which immortalizes, I think, as passionate a love of all beautiful things as ever was in the heart of man. . . . In form and spirit the book is unique, a simple romantic narrative transmuted by sheer glow of beauty into a prose poem. . . . I would that every man, woman and child in England were made to read him; and I would that you in America would take him to heart. . . . As a simple narrator he is well-nigh unsurpassed; as a stylist he has few, if any, living equals."

* * *

Novelists change their minds as frequently as anybody. Reginald Wright Kauffman has changed his—and made a good deal of trouble for publishers and booksellers while he was about it. All the plans had been laid for the publication of his novel, "The Silver Spoon," a narrative of New York life from 1850 to 1915. The cover had been made, the "dummy" manufactured, "the trade" canvassed, hundreds of orders placed, and the writing of the story all but completed. Then Mr. Kauffman, returned from the European war, thought he saw at home a vital American problem to be met, and a terrible evil, such as he treated of in "The House of Bondage," to be brought to Americans' attention. He dropped "The Silver Spoon" for that. Deaf to all appeals, he set about writing "The Mark of the Beast," which will shortly be published. It is said to be more startling than even "Bondage," and treats of a subject that most writers have feared to touch.



James Norman Hall, author of "Kitchener's Mob."

While James Norman Hall, author of "Kitchener's Mob," was fighting in the trenches his father was taken seriously ill and his friends in America took up the matter with Ambassador Page who procured his honorable discharge without the knowledge of the young soldier, who was then recalled to London. He is now with the United States training camp at Plattsburg, where he must be a celebrity, after having his training under Kitchener, and then at the front. This author pays the greatest tribute to Kitchener's army that has ever been paid by a neutral and his book has attained a remarkable degree of favor.

TRIBUTE TO MRS. RINEHART

Lord Northcliffe in a letter to the New York Editor and Publisher refers to Mrs. Rinehart's great book "Kings, Queens and Pawns," which she wrote at the front, as "the very best book about the war" and advises the editor of that publication to read it. This war book, her publishers assert, has done almost as much for her reputation as her deservedly popular novels.

DEGENERATE GERMANY

Probably the most uncompromising attack on Germany and the Germans that has yet been made is that of Henry de Halsalle in "Degenerate Germany." He describes his book as dealing with the "Morality" of the Germans in the form of an overwhelming indictment of them as "The White Niggers of Europe."

THE BEST SHORT STORIES OF 1915. By Edward J. O'Brien. Toronto: Thomas Allen.

To sift the short stories published in the course of a year in the multitudinous American magazines, and pick the best from them, in addition to grading all is a gigantic task. It calls for a remarkable degree of patience as well as rare discernment and judgment. Edward O'Brien undertook it for the first time in 1914 and the results of his examination, published in book form, were so satisfactory that the task has been made an annual one for him and a second book covering the short stories of 1915 has just been issued. This second volume contains the twenty best short stories of the year and a listing of all stories under author's names, together with statistics covering the output of the various magazines. To the man of literary turn it is of rare interest to trace up the stories of favorite authors and find the grading that Mr. O'Brien has seen fit to give. Stories without outstanding qualities are merely listed, stories with good substance are starred once; stories with good form added to good substances are given two stars; exceptional stories are starred thrice. From the list of three-star stories, the twenty best have been selected. To the more casual reader, not interested in magazine averages and the grading of literary work, the book nevertheless has a great interest also; for the stories reprinted are truly exceptional and cover a wide range.

It is obvious, of course, that no one will agree entirely with the selections as made by Mr. O'Brien. No two men could produce lists of best stories that would be identical to any degree when the mass of material to be selected from is so great. It is an easy matter to skim the list of stories appended and pick from it any number that one would prefer to class in the first twenty rather than some of those selected by Mr. O'Brien. Every self-appointed critic will find favorite stories listed without even a simple star and others that he has roundly condemned distinguished by two or three stars. Such are the vagaries of individual choice. On the whole, however, it will probably be agreed that Mr. O'Brien has done his work well.

So far as the twenty best are concerned, they are stories of outstanding strength, with perhaps one or two exceptions. One cannot understand why a story like "Life," by Ben Hecht is given a place in such distinguished company; and, if "The Whole and the Grasshopper" is the best of the Seumas O'Brien series, then

this writer of animal fantasies and Irish folklore does not deserve the eulogies lavished upon him in the introduction. "In Berlin," a story of three or four paragraphs, is on the other hand a bit of realism that cannot be too highly praised.

The selection of "Zelig" as the best story of the year is announced with such confidence that one reads it with a sense of growing surprise. It is said that "Zelig" traveled around the New York magazines, collecting roughened edges and rejection slips, before it finally landed in a safe refuge with the Bellman of Boston. Most people, we feel sure, will agree with the New York editors who rejected it, rather than with Mr. O'Brien who has awarded its unknown writer the laurel wreath of highest achievement. "Zelig," frankly, is very disappointing.

BRIEF NOTES ABOUT NEW BOOKS

THE FAMILY, by Elinor Mordaunt, author of "Bellamy," is an intensely interesting story of family life told by a rarely gifted novelist. All the queer, warm, awkward intimacies, the cycle of occupations and excitements, the jokes and affections and misunderstandings of a large and varied family grow under our eyes as we read. It is a picture of a superior caste in decadence, of the squirearchy in decay.

* * *

Luigi Cornaro is the author of a book entitled "Discourses on the Sober Life," which comes from the Thomas Y. Crowell Co., of New York, being a neat volume bound in boards, published at 25c. Cornaro the Venetian centenarian, was one of the remarkable men of the middle ages. His term "The sober life" really approximates to the modern term "the simple life."

* * *

Copp, Clark Co. report as their best sellers in fiction at present: "The Daredevil," "Rose o' Paradise" and "The Heart of Thunder Mountain." In non-fiction those in greatest demand are "With the French," Foster's "Bridge for All" and "Pep."

"The Straight Road," by C. E. Chambers in McClure's, is an unusual variety of a hackneyed theme—that of the forlorn wife who suddenly discovers the immorality of living with a husband whom she no longer loves.

The first thousand words or so are of the usual mechanical soul stuff and then the author launches into her tale—a tale so sordid in its realism as to create the belief that it is what it purports to be—the recital of a personal tragedy. Nothing is spared, the blundering foolishness of the mother nor the adolescent gaucherie of the daughter who tells the tale.

* * *

In the new Randally series put out by the Rand McNally Co., four volumes that have been received are Robert Louis Stevenson's "Kidnapped," with eight full-page colored plates, the work of Milo Winter; "King Arthur and His Knights," by Maude Radford Warren, illustrated by Walter Enright and J. Allen St. John; Mary Mapes Dodge's great story, "Hans Brinker," having exquisite color illustrations, the work of Milo Winter, and "Kipling's Boys' Stories," containing the choicest of his tales for juveniles, this latter book having eight colored plates, by J. Allen St. John. These books, published at a dollar, are admirably gotten up with jackets in colors.

* * *

"Cassell's Book Talk," says that the restriction of paper need not by any means necessarily mean less book sales. There is a very large demand for popular literature, and also for serious works, and "as entertainments are few the demand for books is bound to be greater." When victory comes the productive power of the nation will be greater than ever.

* * *

Mrs. Julia Frankaw (Frank Danby) left an estate valued at £34,068.

* * *

Mr. Geoffrey Young, the author of "From the Trenches: Louvain to the Aisne, the First Record of an Eye-Witness," has been personally decorated by His Majesty the King of the Belgians for meritorious services in Flanders.

* * *

A good record for war time in England is the fact that the first edition of Flora Klickmann's new book of fiction "The Flower Patch Among the Hills" was exhausted within a fortnight of publication. The second edition is being rushed through.

* * *

American short stories selected and edited by Charles Sears Baldwin, Ph.D., Professor of Rhetoric in Columbia University is being put out in a new and cheaper impression. The volume includes an introductory essay on short stories.

* * *

"The case of John Smith: His Heaven and His Hell," is a new book just issued, the work of Elizabeth Bisland.

Orison Swett Marden's latest book is "Making Life a Masterpiece."

* * *

Lucius Hopkins Miller discusses a question of interest to readers who have followed the writings of Bergson in his volume "Bergson and Religion."

* * *

"Georgina of the Rainbows," by Annie Fellows Johnston, is soon to appear and in it we are promised a most meritorious contribution to the "good cheer" type of fiction.

* * *

Hutton Webster's "Rest Days" is announced for immediate issue. It outlines the origin and development of the Hebrew Sabbath, presenting a large body of evidence relating to rest days in all parts of the world and interpreted from an anthropological standpoint.

* * *

Some time ago it was announced that the publication of the second volume of Maxim Gorky's autobiography would be indefinitely postponed, owing to the fact that the English translation and printed sheets of the book were interned in Berlin for the duration of the war. But word has now been received that the work is running serially in a Russian magazine, and a fresh translation may be undertaken immediately. It will be called "In the World."—The Dial.

* * *

A new book entitled "The Greater Tragedy and Other Things," by D. A. Gould, an American living in Canada, presents a series of vigorous articles dealing principally with the attitude of the United States to the war. It is distinguished by tense optimism and a lofty idealism, coupled with a determination to arouse his compatriots to the proper sense of the duty that confronts them. The book is also a plea for a closer co-operation of the democracies of the world to accomplish democratic ideals. The Putnam's have put this book out in a one dollar edition.

* * *

Hon. James Bryce has written a book entitled "The Attitude of Great Britain in the Present War." It is a summary of the situation, being a small book of 28 octavo pages and is published at 10c.

NEW JUVENILES

Two new titles in the creditable "When Mother Lets Us" series, now comprising sixteen volumes are, "When Mother Lets Us Carpenter," by John D. Adams, and "When Mother Lets Us Model," by Helen Mortimer Adams. The respective subjects are dealt with by authors well qualified to do so. The books are published in 75c. editions.

THE WORLD MENDER

Ever feel that you could suggest ways to mend the world? Who hasn't? Therefore, who will not find "The World Mender" interesting? In this book by Maxwell Gray, the hero George Darrell, rising step by step from the place of a poor village boy, all but reached the topmost rung in the ladder of political and social influence; has become the political hope of the common people and is known as "The People's Man." Ambition to rule, however, gradually dulls his vision of the ideal he had placed before him as his ultimate goal and he willingly makes sacrifice upon sacrific to gain social and political power. Then comes the awakening and the fight to regain his self-respect.

* * *

An important new biography is "Julia Ward Howe, 1819-1910," by Laura E. Richards and Maud Howe Elliott, the work being published in two large volumes.

* * *

"The Hermit Doctor of Gaya" is the title of a new book by I. A. R. Wylie.

* * *

"The Determined Angler and the Brook Trout," by Charles Bradford, is out in a revised edition.

* * *

A new edition of Stevenson's "A Child's Garden of Verses," is published at 75 cents and is well illustrated.

* * *

"Chief European Dramatists" is the title of a book edited by Brender Matthews, presenting twenty-one complete plays by the master dramatists of Greece, Rome, Spain, Italy, France, Germany and Scandinavia.

"Of One Blood" is the title of a new book by Charles M. Sheldon, author of "In His Steps."

* * *

C. H. C. Wright is the author of a timely volume entitled "A History of the Third French Republic," which tells of accomplishments of France since she was left beaten to the ground by Germany in 1871.

* * *

Edward Earle Purintin has produced a really fine book in "Efficient Living," a volume which deserves the close attention of serious-minded people.

* * *

Of "The Way of all Flesh," by Samuel Butler, Arnold Bennett says: "It is one of the great novels of the world."

* * *

In Dr. Richard M. Smith's new book "The Baby's First Two Years," which is a complete handbook on the care and feeding of children, a special feature is a table for calculating the day of labor.



Effective Method of Showing Half-Dollar Reprint Novels- The Window Actually Sells Them.

A GOOD BOOK WINDOW

In the illustration presented herewith, through the courtesy of Grassett & Dunlap, a good suggestion is afforded all retail booksellers for a simple yet most effective means of displaying books in a manner calculated to get the very best "selling" results.

This idea is, of course, not original with the Nicholson store, as it is an old, old idea, but when it is put into effect in an attractive and big way as in this case, good results cannot fail to be realized.

Some dealers prefer to adopt this idea for the side of the window leading to the door of the store, leaving the window facing the street itself clear for a display of other goods.

One Ontario bookseller who specializes in half-dollar reprints and who features "movie" editions of novels very strongly, frequently ordering the latter to the extent of one hundred copies of a title, attributes much of his success to this very method of displaying them in his window.

CATALOGUING 80,000 BOOKS

Winnipeg, May 20.—There are 80,000 volumes in the Manitoba Provincial library, and W. E. Smith, official cataloguer, says it will take at least two years to complete his present work of cataloguing all the books. They are being catalogued by author and title, by subjects, and there are many cross entries. When this work is completed, it will be possible to find any needed material instantly.

* * *

LIBRARY NEWS

North Battleford, Sask., will have a new $18,000 library.

The City Library Association, Springfield, Mass.; has issued a book of 37 pages giving a list of some of the best contemporary poetry added to that library during the years 1908-1915.

J. P. Robertson, librarian of the Manitoba Legislature for over thirty years, recently celebrated the 75th anniversary of his birth. The Manitoba Library is valued at $100,000 and is insured for $80,000.

More than a million public library books will be read by Winnipeg citizens this year if they keep borrowing at the rate they have the first four months. In fact, at the present rate they would read about 1,100,000 books from the lending department alone. Many are also read in the reference department.

* * *

LIBRARY SCHOOL

The Superintendent of Public Libraries, acting on the authority of the Minister of Education, has organized a short course library training school, to be opened September 11. The course will last for one month. Through the courtesy of the Toronto Public Libabry Board and Dr. George H. Locke, Chief Librarian, the school will be held in the Dovercourt branch of the Toronto Public Library. It is one of the best modern branch library buildings on the continent. The course of instruction, which will be of an elementary character, is directed for the specific purpose of training in library science librarians and assistants who hold library positions or have had experience in library work. The major portion of the time will be devoted to the hidden phases of librarianship.

Special lectures will be given by W. J. Sykes, Chief Librarian Ottawa Public Library; Dr. George H. Locke, Chief Librarian Toronto Public Libraries; H. B. Whitton, trustee Hamilton Public Library; Dr. E. A. Hardy, Secretary Ontario Library Association; S. B. Herbert, Assistant Inspector of Public Libraries.

* * *

NORTH TORONTO LIBRARY

J. J. Cartsbow headed a large deputation of North Toronto ratepayers to wait on the Toronto library board at its regular monthly meeting. Mr. Cartsbow stated that the premises being used as a library would not accommodate the people, especially after school hours. The lease of the Yonge street building expires in January next, and he asked if the Board would put up a new building. The board decided that it was not a good time to apply to the city council for money to build, and promised the deputation that they would look around and try and get a more suitable building.

* * *

A "WAR" LIBRARIAN

Walkerton, June 15.—The Public Library Board has decided to keep the position of Librarian W. B. Thompson open for him while he is serving at the front. His wife, who is familiar with the work, has been appointed assistant librarian, and will take charge during her husband's absence.

* * *

ONE LIBRARY IN HASTINGS COUNTY

The County Council of Hastings does not seem to feel an adequate responsibility in the matter of support due libraries. This is indicated by the following extract from a newspaper report of proceedings at the last meeting of the Hastings County Council:

> There is only one public library in Hastings; that is in Stirling. Why should not Hastings encourage this by a small grant? asked Mr. Coulter. Stirling library is free to all that enter. The discussion opened on the reading of a communication in reference to the attitude of other counties to their libraries. He suggested that the letter be referred to Ways and Means.
>
> This is a local matter, stated Mr. Ketcheson, who added his tribute to the value of libraries. Frankford had a sort of public library.
>
> Mr. Vermilyea thought likewise on the question. A grant would open the channel to precedent. The school libraries would profit by such precedent.
>
> No action was taken in the matter.

* * *

TENSE AND HUMOROUS

A tense and humorous story of John Wesley Pringle and his blithe courtship with deadly peril on the Mexican border is "The Desire of the Moth," by Eugene Manlove Rhodes, published at a dollar by McClelland Goodchild and Stewart. It is a love story wherein Pringle plays the role of deus ex machine-gun with generosity and manliness. From the time when, fresh from the ranch, he hitches his horse, and enters a "Motion Picture Palace" to have the only girl move over to the seat next his, there is a cinematographic succession of unexpected events, so ingeniously told, so unexpected in their development, as to keep the reader blinking before a screen of dazzling excitement.

* * *

NEW NATURE BOOKS

In nature books new title is "Let Us Go Afield," by Emerson Hough, who is better known for his fiction, "Under the Apple Trees," by John Burroughs; "The Latchstring to Maine Woods and Waters," by Walter Emerson and "How to Know the Mosses," by Elizabeth Marie Dunham.

* * *

COSMO HAMILTON SETTLES IN AMERICA

Cosmo Hamilton, the young English author and dramatist, who wrote the successful play, "The Blindness of Virtue," has married an American wife and is now settled in this country, will spend the summer on Long Island. Mr. Hamilton is an ardent advocate of teaching the fundamental truths to the younger generation, and his next novel, "The Sins of the Children," is likely to provoke considerable discussion when it is published in the autumn.

* * *

TOY MAKING AT OTTAWA

With the twofold object of giving to Canadian convalescent soldiers and others interested in toy making, occupation during their leisure hours, and providing them with a means of selling these things, a toy exchange is being established in Ottawa under the auspices of the Laurentian Chapter of the I.O.D.E. It is intended to run this exchange on a percentage basis.

* * *

John Buchan has achieved a remarkable story of action, intrigue and lovable character in his thrilling novel "The Thirty-Nine Steps."

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

The Best Short Stories of 1915 and the Year Book of the American Short Story, edited by Edward J. O'Brien, cloth $1.50; Fantomas, Pierre Souvestre and Marcel Allain, cloth $1.35.

Non-Fiction

Why Be Fat, Amelia Summerville, cloth 80c; Complete Farmers' Guide, Edwin Jackson Kyle and Alex. Caswell Ellis, cloth $1.50.

WILLIAM BRIGGS

Fiction

Ramona, Helen Hunt Jackson, cloth, attractive jacket, $1.35; Old Judge Priest, Irwin S. Cobb, cloth, $1.25.

Non-Fiction

The Baby's First Two Years, Dr. Richard M. Smith, cloth, 75c; How to Live, cloth, $1.00.

CASSELL & CO., LTD.

Fiction

Catriona, R. L. Stevenson, cloth, 3 c net; Trench Yarns, "Peter," cloth, 35c net; Atlantic Nights, Capt. Frank Shaw, cloth, 35c net; Julius LeVallon, Algernon Blackwood, cloth, $1.25; The Wind's Will, Agnes and Egerton Castle, cloth, $1.25.

Non-Fiction

Letters and Reminiscences, Alfred Russel Wallace, 2 vols., James Marchant, editor, cloth, $5.00 net; The Anzac Book, Capt. C. E. W. Bean, stiff paper, $1.00 net; The White Ghost Book, Jessie A. Middleton, cloth, $1.25; Through Russian Central Asia, Stephen Graham, cloth, $4.00 net; Drawing and Design for Craftsmen, Cassell's Handicraft Library, cloth, $2.00 net.

THE COPP CLARK CO.

Fiction

The Grasp of the Sultan, Anonymous.

HODDER & STOUGHTON

Fiction

The Round-About, J. E. Buckrose, cloth, $1.25; David Blaize, E. F. Benson, cloth, $1.25; Should She Have Told Him? Author of "My Wife's Hidden Life," cloth, $1.25; The Web of Fraulein, Katharine Tynan, cloth, $1.25; Peter of Potopah, Lee Holt, cloth, $1.25; A Corner in Diamonds, Morice Gerard, cloth, $1.25; Number 70 Berlin, William Le Queux, cloth, 75c; The Greater Glory, Evelyn Orchard, cloth, 75c; Facing Fearful Odds, Joseph Hocking, cloth, 75c; Temptation of Tavernake, E. Phillips Oppenheim, cloth, 75c; Paper Roses, Ruby M. Ayres, cloth, 75c; The Marked Woman, Marie Connor Leighton, cloth, 75c.

Tommy, Joseph Hocking, cloth, 35c; By Blow and Kiss, Boyd Cable, cloth, 35c; Unto Caesar, Baroness Orczy, cloth, 35c; General John Regan, G. A. Birmingham, cloth, 35c; The Glimpse, Arnold Bennett, cloth, 35c; Captain Lobe, John Law, fancy paper, 35c; The Soul of the Ranker, E. G. Miles, fancy paper, 35c.

Non-Fiction

Life of Captain Anthony Wilding, A. Wallis Myers, cloth, $1.50 net; A Manual of Military French, Geo. E. Pitt, cloth, 35c.

THE MACMILLAN CO. OF CANADA

Fiction

The Prisoner, Alice Brown, cloth, $1.50; The Little Lady of the Big House, Jack London, cloth, $1.50; A Raw Youth, F. Dostoevsky, cloth, $1.50; The Duel, A. Kuprin, cloth, $1.50.

Non-Fiction

What is Coming? H. G. Wells, cloth, $1.50; Canada's Future, E. A. Victor, cloth, $1.50; The Problem of the Commonwealth, Lionel Curtis, cloth, $1.00; The German Empire Between Two Wars, F. H. Fife, cloth, $1.50; The Next Step in Democracy, R. W. Sellars, cloth, $1.50; What Jesus Christ Thought of Himself, A. P. Stokes, cloth, $1.00; Filibusters and Financiers, W. O. Scroggs, cloth, $2.50; Text-book of Land Drainage, J. A. Jeffery, cloth, $1.25; A History of Sculpture, H. N. Fowler, cloth, $2.00; Rest Days, H. Webster, cloth, $3.00; A Short History of Germany, 2 vols. N/E., E. F. Henderson, cloth, $3.50; Poverty and Social Progress, M. Parmelee, cloth, $1.75; Modern Europe, Herbert Sydney, cloth, 75c; The Centennial History of the American Bible Society, 2 Vols., H. O. Dwight, $2.00.

The Forks of the Road, W. Gladden, cloth, 50c; The Balkan Peninsula, Frank Fox, cloth, $2.50; Lawn Tennis Lessons for Beginners, J. P. Paret, cloth, $1.25; The Things Men Fight For, H. H. Powers, cloth, $1.50; Daily Bread, W. W. Gibson, cloth, $1.25; Nationality in Modern History, J. H. Rose, cloth, $1.25; The Heritage of Tyre, W. B. Meloney, cloth, 50c; Their True Faith and Allegiance, G. Ohlinger, cloth, 50c; The Ex-Soldier by Himself, W. G. Clifford, cloth, 75c.

Juvenile

The Story of Daniel Boone, Lucile Gulliver, cloth, 50c; The Story of Lafayette, Martha F. Crow, cloth, 50c; Heroes of Conquest and Empire, E. M. Underwood, cloth, 40c.

McCLELLAND, GOODCHILD & STEWART

Fiction

The Way of All Flesh, Samuel Butler, cloth, $1.50; Star of the North, Francis Wm. Sullivan, cloth, $1.35; Father Bernard's Parish, Florence Olmstead, cloth, $1.25; Green Mansions, W. H. Hudson, cloth, $1.50; The Road to Mecca, Florence Irwin, cloth, $1.35; The Hermit Doctor of Gaya, T. A. R. Taylor, cloth, $1.35.

Non-Fiction

The Russian Campaign, April to August, and the Evacuation of Warsaw, 1915, Stanley Washburn, cloth, $2.00; The Red Horizon, Patrick MacGill, cloth, $1.25; The Luck of Thirteen, Mr. and Mrs. Jan Gordon, cloth, $2.00; Impressions and Experiences of a French Trooper, Christian Mallet, cloth, $1.00; Because I am a German, H. Fernau, cloth, $1.00; First Seven Divisions, Lord Ernest Hamilton, cloth, $1.50; The Tourists N. West, Ruth Kedzie Wood, cloth, $1.75; England's Effort, Mrs. Humphrey Ward, cloth, $1.00; A Dominies Log, A. S. Neill, cloth, $1.00; Glorious Deeds of Australians, E. C. Buly, cloth, $1.00; Eat and Be Well, Eugene Christian, cloth, $1.00; Halt! Who Goes There? Wilfred Meynell,, 75c; A Prisoner of War, Andre Warnod, cloth, $1.00; Letters From America, Rupert Brooke, cloth.

Juvenile

Dave Porter at Oak Hall, Edward Stratemeyer, cloth, 50c; Dave Porter in South Seas, Edward Stratemeyer, cloth, 60c; Dave Porter's Return to School, Edward Stratemeyer, cloth, 60c; Dave Porter In Far North, Edward Stratemeyer, cloth, 60c; Dave Porter and His Class Mates, Edward Stratemeyer, cloth, 60c; Dave Porter at Star Ranch, Edward Stratemeyer, cloth, 60c; Girls of the Morning Glory Camp Fire, Isabel Hornibrook, cloth, $1.20.

GEORGE M. McLEOD, LTD.

Fiction

Nan of Music Mountain, Frank H. Spearman, $1.35; Destiny, Charles Neville Buck, $1.35; We Three, Gouverneur Morris, $1.35; The Better Man, Robert W. Chambers, $1.35; The Cruise of the Jasper B., Don Marquis, $1.25; The Sign of Freedom, Arthur Goodrich, $1.35; The Long Road Home, Ralph D. Paine, $1.25; The Maelstrom, Frank J. Froest, $1.25; Common Clay, Cleves Kinkead, $1.25.

THE MUSSON BOOK CO.

Fiction

Stamboul Nights, H. G. Dwight, cloth, $1.25; The Lightning Conductor Discovers America, C. N. and A. M. Williamson, cloth, $1.35; The Vindication, Harriet T. Comstock, cloth, $1.35; The Window in the Fence, Harriet Brunkhurst, cloth, $1.25; The Least Resistance, Kate L. McLaurin, cloth, $1.25; Blow the Man Down, Holman Day, cloth, $1.50; They of the High Trails, Hamlin Garland, cloth, $1.50; The Plunderers, Edwin Lefevre, cloth, $1.25.

Non-Fiction

A Soldier of the Legion, E. Merlac, cloth, $1.00; They Shall Not Pass, Frank H. Simonds, cloth, $1.00; What Germany Thinks, Thomas F. A. Smith, cloth, $1.25; Old Judge Priest, Irwin S. Cobb, cloth, $1.25; Automobile Starting and Lighting, Harold P. Manley, leather, $1.25.

Juvenile

Scouting With Kit Carson, Everett T. Tomlinson, cloth, $1.25; Horse of Gladness, Emma S. Allen, cloth, $1.25.



CITY PROBLEMS

Published under the auspices of the Cincinnati Chamber of Commerce. "The Citizens' Book," edited by Charles Hebble and Frank Goodwin, and published by Stewart & Kidd Company, is a book for all who live in cities and are interested in civic affairs.

Cincinnati is used as a type of community life. Historial chapters form the background for discussion of activities of municipal government and institutions. There are twenty-three chapters, such as Public Utilities, Dependency and Delinquency, Education, and Recreation. The obligations of the citizens of the city, as well as those of the city to the citizen, are discussed.

THE ROAD TO MECCA

The "Mecca" of this story is the position of social prominence so sought after by many women and some men. The mere recital of a woman's struggle for position in the world of fashion would be a sordid story. The tale of what happens to the soul that makes that struggle its one and only aim—that never lets the heart speak, never lets the mind speak, on any subject save that one—is far from sordid, and it is more than a story.

The book has just come from the Putnam's.

PHYSICAL CULTURE FOR WOMEN

The Lothian Book Publishing Co., of Melbourne, Australia, sends in a book entitled "Modern Physical Culture for Women and Girls," the work of Eileen Edwards. There is also a chapter on massage by Alfred Peters. It is a creditable book of instruction and the reader will find the many full-page half-tone plates illustrating different exercises of great value in appreciating the significance of the text.

New Goods Described and Illustrated

PRICE BOOK COVERS

Something new in the way of price book covers comes in the Boorum & Pease loose-leaf line, the new cover possessing exceptional wearing qualities, being bound in extra heavy Fabri-Shote finished in pig grain.

An interesting feature of this cover is the fact that it is made very limp, and can be rolled or folded without injury, resuming its natural condition afterward.

These books are made in ½ inch and one inch capacities and in all the popular sizes.

A NEW ADHESIVE

A new line of adhesive called "Grip" is being put on the market by The Reliance Ink Co., Winnipeg, in 3, 6, 12 and 32 oz. bottles. Merits claimed for "Grip" are that it remains fluid under all conditions, and does not require mixing. As the name implies, it sticks. The brushes and tops have no metal about them to rust or corrode.



NEW RATE TABLES

A rate table book has just been introduced in the Boorum & Pease line, being the work of John W. Marshall, of Connellsville, Pa., a practising engineer well posted as to the needs of engineers, contractors, architects, etc., in this connection. The book is entitled "Standard Improved Rate Tables" and contains what the publishers claim to be the most rapid tables in the world for finding wage tables by any unit or fraction thereof, for any length of time—hour, day, week, month or piece work. Very convenient are the weekly and monthly rate tables in the back of the book. This book, like a number of other strictly commercial works, has a place in an office supply stock as well as in a general book stock.

SOME NEW COVERS

Artistic and meritorious scribbler covers in the new line offered by Clark Bros., & Co., of Winnipeg, introduce war interest—one showing a warship and submarine in action, and another a fight, in which aircraft is engaged. Another particularly pleasing cover shows "Young Canada" in a naval uniform, the background being formed by a Union Jack occupying almost the whole of the cover, introducing also the Canadian Coat-of-arms. A cover of special Canadian interest shows an Indian in a canoe, shooting the rapids, while another is a Canadian winter scene showing a camp fire and a Canadian in woodman's attire wearing snowshoes.

NEW COVERS FOR SCHOOL BLANKS

Nature subjects picturing some of Canada's best known animals and birds are featured prominently on this year's set of covers for exercise books and scribblers as put out by Buntin-Gillies & Co. One of these covers is illustrated herewith.

Other new covers in the same line are of patriotic subjects, with a particularly striking one showing a British soldier with a sword in one hand and the Union Jack in the other, while another of more than ordinary interest shows representative British officers of different ranks and insignias of each.



One of the striking new covers shown by Buntin, Gillies & Co.

DEVICE FOR YOUNG OFFICERS

The "Paper Company," a device invented by Sergt.-Major W. A. Roberts of Montreal, to aid young officers in the study of platoon and company drill, is proving popular among the training classes here. It consists of four blocks, each 9 inches by 1½ inches, representing the four platoons of a company. On each of the four sides of the block is a platoon in different formation. Thus an officer may sit at a table with his book of instruction, read his detail and move the blocks in any formation he desires. The success of the idea in private practice has resulted in a wide demand for the "Paper Company."

ADVERTISING NOTE BOOK

A new advertising note book in renewable memo form has just been introduced by the Boorum & Pease Co. The books are appropriate and useful for retail merchants to give away to customers. They are made in five sizes, fillers for the covers may be obtained from any stationer. The suggestion is offered that stationers could sell these

advertising note books in quantities to merchants engaged in other lines in their own town. Thus the stationer would get not only the profit of the sales to other merchants, but would be promoting sales of renewable fillers for the books thus distributed.



A New Animated Toy.

THE JUGGLING CLOWN

The production of Canadian-made toys goes merrily on. A new-comer is an animated toy, "The Juggling Clown," as illustrated herewith. It is designed to retail at half a dollar and made in Toronto by J. McCart, 102 Jarvis St., toy making being an addition to his established manufacturing business there.

By pulling the string this new toy becomes a marvel of animation and it is easy to imagine the delight of the wee ones when this clown performs for their special benefit.

NEW LISTS RECEIVED

Boorum & Pease Co. have issued a new retail price list and abridged catalogue, its big feature being the brief description after each number, thus eliminating to a great extent the necessity for referring to the larger catalogues. The retail prices given in the book are not imposed upon dealers, but merely suggested in accordance with the recommendations of the National Catalogue Commission of the National Association of Stationers and Manufacturers. The request is made, however, that the trade adopt these prices as applying to dealers in the United States.

From Menzies & Co. comes an interesting new list of the recently introduced "Colonel" line of erasers now being manufactured in Glasgow, Scotland. The Colonel Erasers are made in three colors—red, white and green, and there are special ones for architects and draughtsmen for use on tracing cloths, and for counting house and general use.

From J. A. Heale & Co., 96 John St., N.Y., comes a copy of the Export Price List of carbon papers and inked ribbons for various purposes also various typewriter apputenances and supplies.

"Toyville" now comprises doll and playhouses, garages and railway stations, schools, fire halls, stables, cradles and toy furniture.

HISTORIC BOOK HOUSE MOVING

The Harper Publishing House, of Franklin Square, New York that since its establishment in 1855 has previously withstood the effects of the changing city construction about it, is now to be abandoned when the firm moves to its new quarters in the uptown section, the definite location of which has not yet been given out.

* * *

"The Border Legion," a new novel by Zane Grey, has just appeared. The Border is that of Idaho, in 1863; the legion a band of bandits who rob miners of their gold and are the terror of the law-abiding element in that rough region.

* * *

Back to the days of romance John Foster takes us in "The Bright Eyes of Danger," the days when "Over the Water to Charlie" became the Jacobite toast.

* * *

Margaret Deland is the Chairman of a committee which is raising by contributions from American authors of $1 each a fund for the wounded of the armies of the Entente Allies. Already over five hundred American authors have sent in dollar contributions. A few of these are John Burroughs, Gertrude Atherton, Joseph C. Lincoln, Kate Douglas Wiggin, Agnes Repplier, George Ade, Irving Bacheler, Winston Churchill, Alice Brown, Henry Holt, Robert Underwood Johnson, F. A. Vanderlip, Maud Howe Elliott. Mrs. Deland has just returned to her summer home at Kennebunkport, Me.

* * *

"Alfred Russel Wallace: Letters and Reminiscences," a new book by James Marchant, is published this month. The family of the great English scientist put at the disposal of the writer a mass of correspondence from which he has chosen the most important to illustrate the life, work, and aims of the famous explorer and working scientist. In this book for the first time the interesting and historic correspondence between Wallace and Darwin, relating to their simultaneous discovery of the theory of Natural Selection, is published in full. The chapters on Wallace's home life make the man human and companionable.

* * *

"The Sins of the Children," by Cosmo Hamilton, is announced, and the publishers are planning to capture the Best Seller heights in the autumn, when the novel will be published. The story is one of American life, and, judging from its author's previous work, will be discussion-provoking.

* * *

"Stories About Bears," by Lilian Gask; "Daddy Gander Rhymes," by Maude M. Hankins; "The Graymouse Family," by Nellie M. Leonard, and "The Rose Child," by Johanna Spyri, are new juveniles now in preparation.

JU-JITSU

Nelson's have brought out "Ju-Jitsu, Self-Defence," by W. Bruce Sutherland, a selection of Ju-Jitsu and other secret holds, locks and throws. It is issued in a popular 35c edition. The author is the director of the Edinburgh School of Physical Culture. His book is illustrated with a large number of half-tones showing the different throws and holds.

GILLILAN'S VERSE

Strickland Gillilan is one of the best known "column writers in American newspaperdom and is especially famous for his humorous verse. He gives us a whole volume of it in the book "Including You and Me," which has just come from Forbes & Co., of Chicago, in a $1.00 cloth bound edition. The volume contains over a hundred poems.

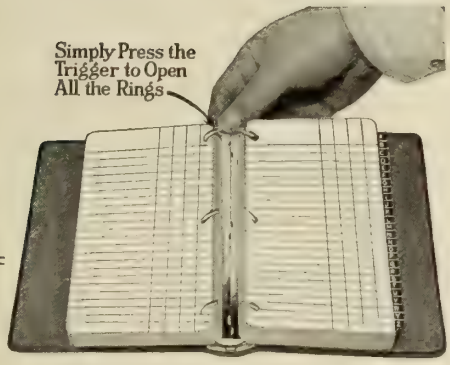
WELDON ROBERTS RUBBER ERASERS

"We know the quality of your goods is very satisfactory."

So a customer writes us, and we have letters—all unsolicited—from many others, frankly acknowledging the excellence and superiority of the W R Erasers.

The name WELDON ROBERTS on Rubber Erasers is the MARK and the GUARANTEE of the *finest quality*

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.



De Luxe Ring Book

The book with the oval rings

Rings of oval shaped wire—won't tear the sheets at punchings.

Automatic ring openers—a touch on the trigger opens the rings.

Arch shaped rings that open wider and give greater capacity.

Built-in pockets that won't come loose.

Binding of genuine levant cowhide, with black leather lining.

Sheets of Weston's Defiance Bond — the highest priced and strongest paper in any ring book line.

WILSON-JONES LOOSE LEAF CO.

3021 Carroll Ave., Chicago
129 Lafayette St., New York



He is SO Happy Modelling, with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada:
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.

Write Us for Samples and Particulars TO-DAY

MODELLIT MFG. CO., 19 Brunswick St., Bristol, England

Telegrams: "Modellit, Bristol," England

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet · Columbian · Lenox · Arlington · Wavelet · Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

The August MACLEAN'S

YOUR customers will welcome from you suggestions and direction in the matter of their reading; and, so far as you are concerned, the more you help and serve your customers the better they like you and your store.

NOW, in the matter of the popular magazines, your customers will really feel indebted to you if you guide them towards *MacLean's,* for this magazine will richly repay them in the reading of it. It is far more than a magazine of mere entertainment; it is a magazine breathing on almost every page the Canadian *spirit.*

IT is good for you—for us all—to have the Canadian spirit, the sense of Canadian nationality and citizenship, developed in our people. And our people are tremendously responsive to the Canadian appeal as made in and through *MacLean's Magazine*—an all-Canadian magazine of a quality and interest comparable to what one finds in the best American Magazines.

A WORD on this matter of the sale of American Magazines in Canada. Is it the best thing for this country to be Americanized in its interests and knowledge? We submit that it is not; that the better thing is to make our Canadian people familiar with our own country, with Canadian thought and affairs. We submit, further, that it is through their *reading* that our people acquire their knowledge of affairs Canadian.

YOU, a bookseller, are more than a bookseller: you are a good citizen; a good Canadian. And we frankly appeal to you as such to promote the sale of *MacLean's Magazine.*

Give it a good push!

THE August issue of *MacLean's* is a record-breaker in at least one respect; it contains contributions from more distinguished Canadian authors than any Canadian publication has ever before offered. Among the contributors are:

Stephen Leacock	**Arthur Stringer**
Robert W. Service	**Agnes C. Laut**
Arthur E. McFarlane	**L. M. Montgomery**

Suggest to your customers that they read Leacock's "Is Permanent Peace Possible?" Agnes C. Laut's "Business and the Fatal Spiral," and Robert W. Service's magnificent patriotic poem, "The Flowers."

MACLEAN'S MAGAZINE is being well advertised every month in over a hundred daily and weekly newspapers—to promote newsstand sales. This makes it an easy magazine to sell; and makes customers for you. Work for and with those who work for and with you.

Jost "Elite" Cards and Art Calendars

Private Greeting Cards.
Xmas Greeting Cards.
Hand-Colored Photo Art Calendars.
All Cards Photo-Engraved and Hand-Colored, from Original and Exclusive Designs.
Correspondence solicited from interested parties.

J. H. JOST, - Halifax, Canada

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.

HOLD THE LINE



Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

Do You Sell Superfine Linen Record Note Paper and Envelopes?

The Watermark of Quality

Have you ever had the experience of having a discriminating customer insist on something distinctive in correspondence paper and of being at a loss to meet exactly the requirements of this customer?

Of course you have, and so has every other stationer, but some of them have remedied this lack and are now able to satisfy with eminent satisfaction the demand for WRITING PAPER FOR GENTLEMEN by selling the special size in **Superfine Linen Record** put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

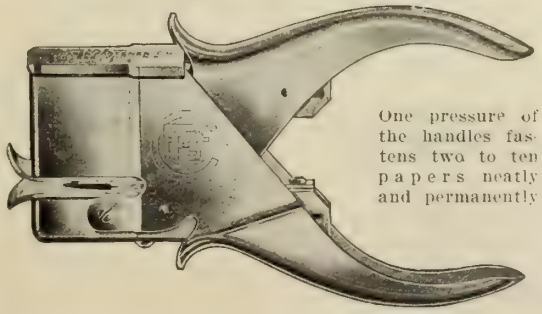
The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

Are you getting your share of the demand for BUMP?



One pressure of the handles fastens two to ten papers neatly and permanently

Our widespread advertising of **BUMP**—the new idea paper fastener, is creating a big demand for this "20th century office necessity."

The busy office man appreciates the neat simplicity and effectiveness of the Bump fastener. You, too, will appreciate its selling qualities when you receive the fuller particulars and prices which we will send you on receipt of your address.

Write us to-day.

Manufactured by
Bump Paper Fastener Co.
La Crosse, Wis.

Send orders to
W. J. Gage & Co., Ltd.
Toronto, Ont.



HIGHLAND LINEN

THE W...TING PAPER OF THE HOUSEHOLD

ELECTRO NO. 25A

ONLY the best can be advertised on a nation-wide scale because only the best can win and permanently hold the good-will of the public. Crane's Writing Papers are advertised by several thousand dealers throughout the country. We have supplied many thousand electrotypes for this purpose.

We shall be glad, on receipt of a postal, to place your name on our list for the receipt of our house-organ Pull-Together. This is as full as we can make it of sound and tested selling ideas and inexpensive yet artistic window-trimming suggestions. We spare neither time, trouble nor money in producing this publication. We aim to make its reading profitable to both the retailer and his sales-assistants. We leave you to judge how we succeed.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

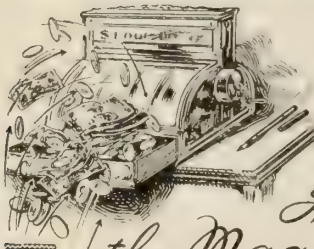
Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.



MAKE FOUNTAIN PEN PROFITS WITH The Pen with the Magic Button



Buying right insures good profit. Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

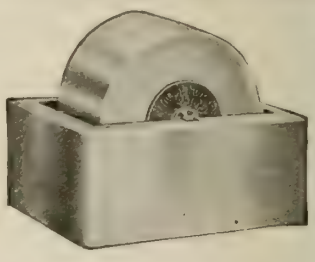
The "A.A." Self-Filling Fountain Pen has gained great popularity with the Canadian public, for it never falls short of its advertised merits. What is popular is profitable, and for this reason you should carry the "A.A. Line."

Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
36 THAMES ST. NEW YORK CITY

Not connected with the L. E. Waterman Co.



Announcement

Announcement is hereby made of the absorption of the

IDEAL MOISTENER CO., of Findlay, Ohio

by the

SENGBUSCH SELF-CLOSING INKSTAND COMPANY, of Milwaukee, Wis.

(both U.S.A.) The business will be carried forward by the latter company from its factory and office in Milwaukee and every effort will be made to merit a continuance of the patronage of the Trade.





: Extract from Diploma of Award :

Panama-Pacific International Exposition

"The International Jury of Awards has conferred a

MEDAL OF HONOR

upon

BINNEY & SMITH CO.

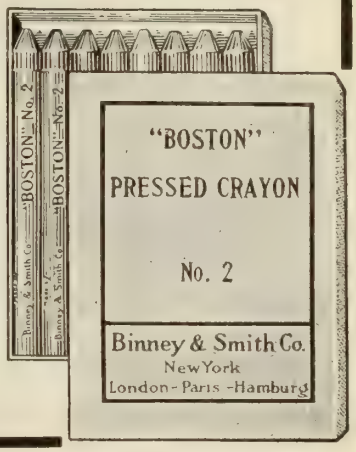
NEW YORK

For Superior Quality of all Brands of Crayons and Chalks"









Furnished in metal boxes if desired

SEND FOR SAMPLES AND CATALOG

Act Upon This Suggestion Without Delay

By its very nature this BUYERS' GUIDE department of Bookseller and Stationer, is one which is frequently referred to by both the stationery jobbers and retail dealers throughout Canada.

It is FOLLY for any concern of importance catering to the stationers and book trade of Canada to fail to take advantage of the highly effective means of advertising afforded by the use of one of the BUYERS' GUIDE spaces, 2¼ x 1½ inches, for $25 a year, which based on the cost per province, represents an appropriation of less than $3 per annum for each of these provinces.

Manufacturing and wholesale concerns not already using this department are urged to send in copy so that the first insertion of their advertising may appear in the next issue.

BOOKSELLER & STATIONER
AND OFFICE EQUIPMENT JOURNAL
143 UNIVERSITY AVENUE TORONTO, CANADA



"Purchase only Goods produced within the British Empire"
(Rt. Hon. Walter Runciman's Committee)

WHEN ORDERING ERASER RUBBER

SPECIFY THE

'Colonel' REG. BRITISH MADE ERASERS

AND SUPPORT THE INDUSTRY AND CAPITAL OF THE BRITISH EMPIRE

"COLONEL" PENCIL ERASERS—MADE IN 3 COLORS, WHITE, GREEN AND RED.
"COLONEL" TYPEWRITER AND INK ERASERS. "COLONEL" WHITE BEVEL RUBBER.
"COLONEL" COMBINATION INK AND PENCIL ERASERS—MADE IN VARIOUS SIZES.
"COLONEL" GREEN BEVEL ERASER — SPECIALLY SUITABLE FOR USE ON TRACING CLOTH.





The "COLONEL" ERASERS, made by the manufacturers of the famous "Colonel" Golf Balls, are acknowledged SUPERIOR in every way to the foreign-made Erasers so largely in favor hitherto.

ST. MUNGO MANUFACTURING CO., - GLASGOW, SCOTLAND

Distributors for Canada—Menzies & Co., Ltd., 439 King St. West, Toronto.



A CIRCUS WHEN YOU PULL THE STRING

POSITIVELY ANIMATED

The Jugging Clown

Made-in-Canada

RETAIL **50c**

(Patent Applied for)

BRAND NEW and a BIG HIT!

Book your orders early.

J. McCART 98-100-102 Jarvis St. TORONTO, CANADA

SPENCERIAN STEEL·PENS

Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

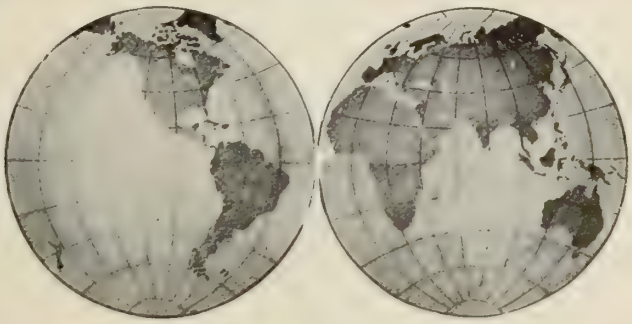
A Display of "WORLD" Blotting will pull immediate results

The different colors of this superior blotting paper enables you to prepare most attractive and striking display.

"World" Blotting is made entirely from best quality cotton rags, and is recognized as the standard of quality in high-grade blotting papers.

"**HOLLYWOOD**" and "**RELIANCE**" are cheaper grades, but are perfectly satisfactory in every way.

Our papers are sold by leading dealers in Canada and the United States.



The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

Dixon's "Movie" Assortment No. 435



Dixon's "Movie" display is in the form of a hexagon drum, which revolves on a mission wood base; the drum carrying six photogravures of well-known "movie" actors and actresses.

The display is of rugged construction, may be refilled indefinitely; contains one-quarter gross Dixon's Anglo-Saxon, Ticonderoga and Cabinet Pencils assorted, and is already one of the most popular pencil boxes ever marketed.

Information gladly sent upon request.

Made in Jersey City, N.J., by the

Joseph Dixon Crucible Co.

A. R. MacDOUGALL & CO., LIMITED
266 King St. West, Toronto, Ont. J-88

The "Quadro" Frame

(Patented in all countries)



An original and inexpensive frame for Photographs & Pictures.

Permanent Artistic

By means of this invention which consists of a simple metal edging it is possible to frame any picture, print or photograph in a permanent and artistic manner in a minute.

The edging is made in lengths of 2¾", 3", 3¼", 3½" & upwards by ¼ inches to 15½" inches and any size within these limits can be supplied with Glass, Strut and Suspender rings suitable for upright or oblong positions

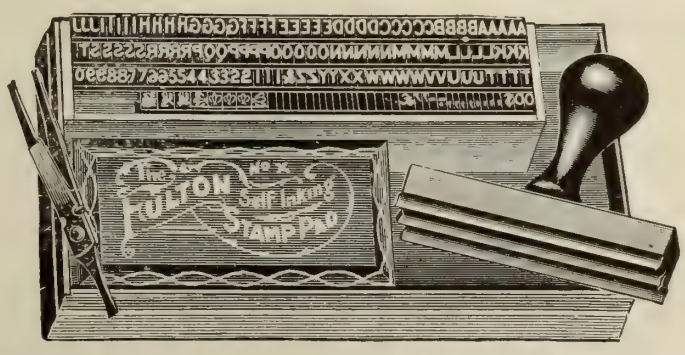
No tools, glue or accessories necessary

Dull art enamel finish Brown, Grey, Black and Green.

Samples & Particulars from

BARTONS', Cosway Works,
Finch Road, BIRMINGHAM, ENGLAND.

YOUR STOCK OF FULTON SPECIALTIES



you'll find will be small, if not all gone, at inventory time. So get out your orderbook and let us replenish your stock.

WE ARE THE MANUFACTURERS OF

Sign and Price Markers, Adjustable Rubber Type, Business and Office Outfits, Juvenile and Toy Printing Sets, Self-Inking Felt Stamp Pads, Non-Blurring Wood Pads, Elite Pads, Daters and Numberers.

These goods mean

Certain Profits and Regular Customers.

If you never handled our line, write for catalogue. It will show you that we study your wants and plan for you.

FULTON SPECIALTY COMPANY
128 FULTON STREET. ELIZABETH, N.J.

BRITISH firm of Book Publishers, gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to co-operate. Write: Books, care of BOOKSELLER AND STATIONER, University Avenue, Toronto.

CARTER'S CICO

HAS MADE A BIG HIT

You can sell this new jar to your customers on sight



Always ready for instant use.

No water required.

No. 724 5-oz. Jar

Sticks BEST When Spread Thin

The Carter's Ink Co.

356 St. Antoine Street Montreal, Que.

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

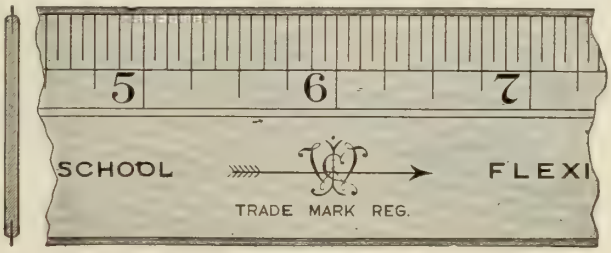


the popular and quick-selling pen

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other.

You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

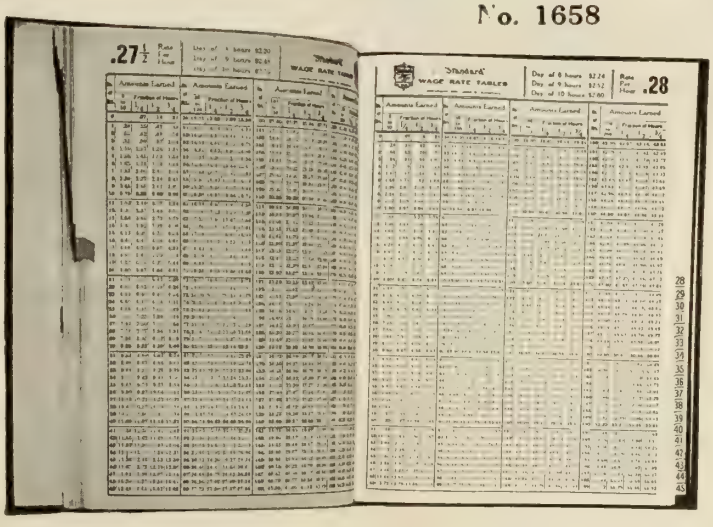
RULER MAKERS EXCLUSIVELY

Every Stationer Can Sell This Profitable Book

STANDARD
Improved Rate Tables

MARSHALL METHOD

No. 1658



Everyone handling figures to any extent can use this book to great advantage. It contains the most rapid tables in the world for finding wage earnings by any unit or fraction thereof, for any length of time—hours, day, week, month, piece work, etc. The weekly and monthly rate tables in back of book will be found very convenient.

Engineers, architects and contractors are among the biggest users of this book, as it does away with the numerous calculations required in computing earth and concrete, preparing monthly estimates, etc. The tables are also used advantageously as conversion tables of units of measures, weights, etc. It can be used by the

Time Keeper	**Architect**
Banker	**Contractor**
Engineer	**Cost Accountant**
Manufacturer	**Auditor**
Estimator	**Surveyor**
Broker	**Shipper**

When placing your order for this book ask for the sales help that we are furnishing, in the way of a folder that can be mailed to your customers without extra expense; also an elaborate four-colored window display card that will attract attention and create many sales.

Retails in the States for $4 each.

BOORUM & PEASE COMPANY

Makers of "Standard" Blank Books and Loose-Leaf Devices

Home Offices: Front St. and Hudson Ave., Brooklyn, N.Y.

Factories: Brooklyn, N.Y. St. Louis, Mo.

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Packard
BROTHERS.
MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company
85 Fulton Street, New York City
carry a large stock of
German, French, Spanish and Italian Grammars
of the
Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade



Wonder Soap Bubbler

Blows Double, Chains, Clusters, Etc.
INDESTRUCTIBLE. PROFITS 80% to 100%
Write for Samples and Prices
BRADWAY NOVELTY CO.
1 West Broadway, - NEW YORK CITY

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.
The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
Menzies & Co., Limited, Toronto.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Birn Bros., 266 King St. W., Toronto.
British-Canadian Publishing Co., 35 Church St., Toronto.
J. H. Jost, Halifax, N.S.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.

CODE BOOKS.
The American Code Co., 83 Nassau St., New York.

CRAYONS.
American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES
Elbe File & Binder Co., New York, N.Y.
Elbe File and Binder Co.
Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Menzies & Co., Limited, Toronto.

ERASERS.
St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.
Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.
The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.
American Pencil Co., New York.
Eberhard Faber Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.
The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.
342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

What about your stock of commercial works?

Look through the list.

If you have no list, advise us, we will mail you one.

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

BUYERS' GUIDE

SCHOOL RULERS

A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.

Silver Springs, N.Y.

THE ELBE LINE OF LOOSE-LEAF BINDERS

Makers of the famous

ELBE SPRING BINDERS
" SNAP BINDERS
" KISMET BINDERS
" PERMANENT BINDERS

CATALOGUE AND EXPORT DISCOUNTS PROMPTLY MAILED UPON REQUEST

ELBE FILE & BINDER CO.

97 READE STREET, NEW YORK, U.S.A.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
D. Harper & Co., 258-262 Holloway Road, London, Eng.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

MILITARY SPECIALTIES

Geo. Clark, Southam Bldg., Montreal, Que.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Bump Paper Fastener Co., La Crosse, Wis.
Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

SCHOOL AND OFFICE RULERS

Lucas-Tuttle Mfg. Co., Silver Springs, N.Y.
Wescott-Jewell Co., Seneca Falls, N.Y.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Smith, Davidson & Wright, Vancouver, B.C.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W. Toronto.
Spencerian Pen Co., New York, N.Y.

TALLY CARDS, DANCE PROGRAMMES,

Verdier, Ltd., 18 Christopher St., London, E.C

TOYS AND GAMES

A. C. Gilbert Co., New Haven, Conn.
Menzies & Co., Limited, Toronto.
Modellit Mfg. Co., 19 Brunswick St., Bristol, England.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS

Morton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W. Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Menzies & Co., Limited, Toronto.
U. S. Playing Card Co., Cincinnati, O.

POST CARDS, GREETING CARDS, ETC.

Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266-King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Hildesheimer, Ltd., 93, Clerkenwell Road, London, E.C.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by

THE MORDEN MFG. CORPORATION
Waterbury, Conn.

PATRIOTIC SONGS

are still in active demand. There is good profit in them. We supply the following at 8c.

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. Over 100,000 copies sold	15c
By Order of the King. A new song by the same composers. 16,000 sold	15c
I'll Not Forget You, Soldier Boy. A very popular new song. 4th thousand	15c
Our Own Canadian Boys. 3rd thousand	15c
Soldiers of the King. 50,000 sold	15c
Call of the Motherland. 10th thousand	15c
There's a Fight Going On. 7th thousand	15c
You Bet Your Life, We All Will Go. 2nd thousand. New	15c
NEW	
Canada, Fall In	15c
On to Victory	15c
There's a Corner of the Flag for You to Hold	15c
Kiss Your Soldier Boy Good-bye	15c

ANGLO-CANADIAN MUSIC CO.

144 Victoria Street, Toronto, Ontario

Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.
Pugh Specialty Co., 38-42 Clifford St., Toronto.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Chappell Co., 1348 Yonge St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

STATIONERY AND OFFICE SUPPLY MAN of experience wants position on the road, preferably in the West; has first-class connection and good references. Write Box 28, Bookseller and Stationer.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. **Write at once to** The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

BRITISH FIRM OF BOOK PUBLISHERS gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to cooperate. Write: Books, care of Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c|o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c|o Bookseller and Stationer, University Avenue, Toronto.

TICKET and CONDUCTOR PUNCHES



THE BEST MADE

THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

To everyone who uses a Loose Leaf System you can sell the

"F-B"
Loose Leaf Holder



Pat. May 13, 1913

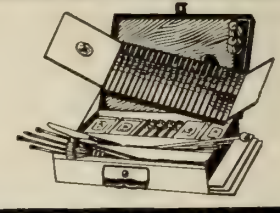
Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

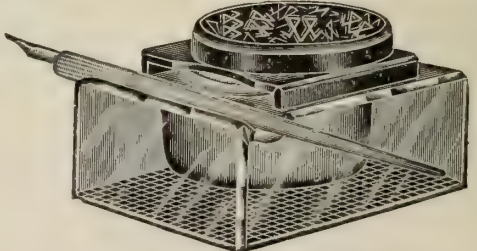
Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.



Paragon Line of **INKSTANDS**, with Slide Covers, in great variety.

Manufactured by
Frank A. Weeks Mfg. Co., 93 John St., New York
Can also be had through any Canadian Jobber

Quality that brings the customer back

—that is the quality embodied in Mittag and Volger lines.
The heavy sales which are a characteristic of

M. & V. TYPEWRITER RIBBONS AND CARBONS



is a sure index of that superior quality that means so much to the dealer in repeat sales and bigger business. The M. & V. line give clearer, cleaner impressions for a much longer time than any other ribbons or carbons.

Our policy has ever been *"Quality before price,"* and we confidently invite you to compare our values with any others on the market.

Drop a card to-day for terms. You will find them very attractive.

MITTAG & VOLGER, Inc.

Principal Office and Factory: Park Ridge, N.J., U.S.A.

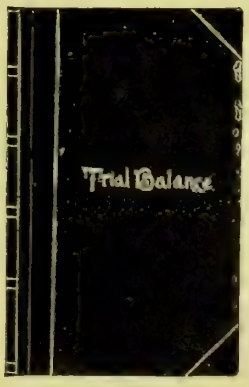
BRANCHES:

NEW YORK, N.Y., 261 Broadway
CHICAGO, ILL., 205 W. Monroe St.
CLEVELAND, OHIO, E. 9th St. & Prospect Ave.
LONDON, 7 and 8 Dyers Bldg., Holborn, E.C.
SAN FRANCISCO, 35 Montgomery St.
ST. LOUIS, MO., Laclede Bldg.

AGENCIES: ALL OVER THE WORLD

NATIONAL

TRIAL BALANCE



FULL Black Cloth, Turned In. 40 leaves of Kenmoor Paper. Outside size, $8^{3}/_{4}$x$14^{1}/_{4}$. 12 columns.

Other Styles. 150 to 300 pp.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA





Patriotic Scribbler Covers

Our new designs in Scribblers and Exercise Books for the coming season include several Patriotic and Natural History subjects. They are instructive as well as attractive. Samples will be sent on request.

It is not too early to sort over your school supply stock.

Are you well supplied in

Compasses	Erasers	Rulers
Crayons	Note Books	School Bags
Drawing Books	Pencils	Slates
Drawing Paper	Pencil Sharpeners	Slate Pencils
Drawing Pins	Pen Holders	Watercolors

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, AUGUST, 1916 No. 8

Reasons

Sanford & Bennett Fountain Pens are ready sellers because their handsome finish and exclusive improvements attract buyers. The price is lower than that of any other first grade pen. They write right because faultless in workmanship—flawless in material—accurate in mechanism. These pens will increase your business. Their repeat sales steadily multiply.

They Sell Well

Sanford & Bennett FOUNTAIN PENS

They Write Right



Sanford & Bennett Gravity-Stylo

Automatic feed control—no springs, no clogging. Ink flows evenly. Largest reservoir of any "stylo" its size. A hundred per cent pen.

Sanford & Bennett Autopen

Both self-filling and non-leakable. No evaporation. Pen always ready to use. Its perfect mechanism insures perfect writing.

Proofs

The best proofs that S & B Fountain Pens write right and sell well, are the pens themselves. Order samples of the "Autopen" and "Gravity-Stylo" and let them demonstrate their quality, low price and salability. Write for prices and discounts.

Sanford & Bennett Co.

51-53 MAIDEN LANE, NEW YORK

W. E. COUTTS, Canadian Sales Agent
266 King St. West, TORONTO, ONT.



Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL
PANAMA-PACIFIC EXPOSITION

This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by ourselves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK

Globe-Wernicke

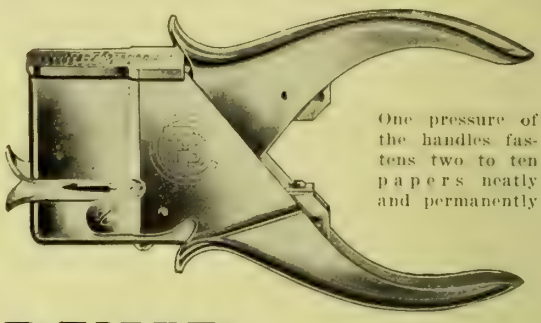
SECTIONAL FILING EQUIPMENT

"BUILT TO ENDURE"



Write for Folder No. 816A

The Globe-Wernicke Co. Ltd.
STRATFORD, ONTARIO



One pressure of the handles fastens two to ten papers neatly and permanently

BUMP Newest and Best Paper Fastener Easiest to Sell

Get a supply in stock and be prepared for the demand resulting from our extensive magazine advertising.

Push the Bump Fastener—the 20th century office necessity. There's a good margin of profit in it for you.

BUMP PAPER FASTENER CO.
LA CROSSE, WIS.
Canadian Agents: W. J. Gage & Co., Limited

LUCKETT'S STERLING LINE

"THE HALL MARKED LINE OF QUALITY"

When you buy Silverware you look first for the STERLING mark. It satisfies you as to quality and value. STERLING Trade Mark in Loose-Leaf goods is a guarantee of the same high value and reliability. Point this out to your customers, tell them what it means and that every book bearing this mark is MADE IN CANADA and made RIGHT by a Strictly Canadian Company.

STERLING

LUCKETT LOOSE LEAF, LIMITED
215-219 Victoria St. Dept. S. Toronto, Ontario

STERLING





Ocean to Ocean



Royalty Queen

PATRIOTIC
PLAYING CARDS

To retail at 25c and 50c per pack. These are a few of the beautiful and catchy designs that never fail to appeal, and sell the better because they are



Let 'Em All Come

GOODALL'S
ENGLISH MADE



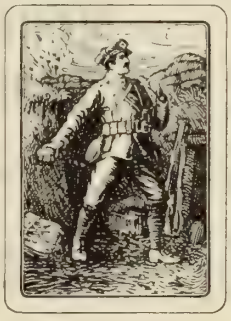
Remembrance

See that your customers get GOODALL'S and your future sales are assured. Beautiful and varied designs, smooth finish, clean-cut edges and good, snappy board, making shuffling easy, constitutes GOODALL'S Cards.

Supplied in a variety of Series.



For Honor



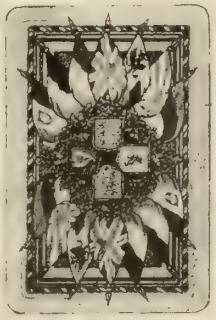
With Compliments

Imperial Clubs. Linettes.
Colonials, gold edges.
Society, Sultan and Salon.

Your Wholesaler supplies them. Stock up in readiness for the Autumn Season, with its return of indoor pleasures.



Canadian Flags



Unity

Aubrey O. Hurst
32 Front St. West, Toronto

NOW READY FOR SHIPMENT

OFFICE DAILY JOURNALS

DIARIES FOR 1917

FIFTY THIRD ANNUAL PUBLICATION

If not ordered, place your order early, to save possible delay. Get new list and catalogue now ready.

F. Cap Folio and Quarto—One day to page
" " " —Two days to page
" " " —Three days to page

MERCANTILE AND SCRIBBLING DIARIES—All Styles.

DAILY REMINDERS—All Styles.

POCKET DIARIES

Over 200 varieties. Our line this year more complete than ever and up to the standard always arrived at. Now in progress, expect ready early in October.

BROWN BROS., LIMITED
WHOLESALE AND MANUFACTURING STATIONERS
Simcoe and Pearl Streets, TORONTO

VENUS
10¢ PENCIL



17 perfect black degrees for every conceivable purpose, and 2 copying degrees — medium and hard.

The reason for the great sales of Venus pencils is that Venus pencils are the *best pencils that can be made.*

The care and precautions taken to insure the high quality of every Venus pencil are extraordinary.

Only the best of materials, and the most careful of workmanship and inspection go into the making of these famous pencils and from 6B the softest, to 9H the hardest they are unrivalled.

Every degree is standard and never varies.

Your customers look for the distinctive Venus water-mark finish and do not care for substitutes.



Be certain your stock of VENUS is complete. 17 degrees of black lead and hard and medium copying.

Write to-day for catalog, prices, and complete information.

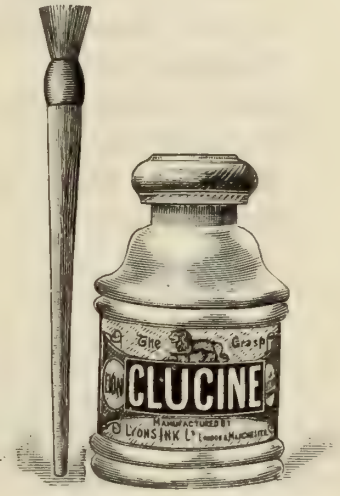
American Lead Pencil Co.
220 Fifth Ave., New York
and Clapton, London, England

"Sticktoitiveness"

'Some' word that describes the leading virtue of 'some' adhesive. Three months hence you may have forgotten to order your winter stock.

Order your Fall stock of Glucine now, please.

We will ship it whenever you wish.



Glucine

is worth ordering in goodly quantities. It never dries up, never goes bad, is always sweet and clean and ready for use.

2½ oz. size retails at 10 cents.
5 oz. size, with cap and brush, 25 cents.
10 oz. size, with cap and brush, 50 cents.
30 oz., Quarts for refilling, 90 cents.

Buy in gross lots and get the big profit.

This factory turns out—Lyons Bank Wax—Fancy Sealing Wax—Parcel Wax—Lyons Ink.

Lyons Ink Ltd., Manchester, Eng.

Sole Canadian Agents

Menzies & Company, Limited

Importers Stationery Lines – Manufacturers and Importers Christmas Cards—Importers Blotting Paper, Etc.

439 King Street West, (One Door West of Spadina Avenue) **Toronto**

IMPERIAL NEWS COMPANY
LIMITED
WINNIPEG

Wholesale agents for *all British Periodicals.*

Saturday Evening Post
Country Gentleman
Ladies' Home Journal
Cosmopolitan
Good Housekeeping
Harper's Bazaar
Motor and Motor-boating
Jack Canuck

A splendid selection of British and American novels always in stock.

Write for Price List.

NOVELS

Save money through buying at the old prices. Our stock of "Sixpennies," recently replenished, offer you the greatest opportunity for purchasing at the lowest rates, with a selection of titles to choose from that can't be equalled.

Write for prices and catalogue of titles.

IMPERIAL NEWS COMPANY
LIMITED
MONTREAL

IMPERIAL NEWS Co., LIMITED
TORONTO, MONTREAL, WINNIPEG

LARGEST STOCK OF BOUND BOOKS

Our Sales of Bound Books for March was One Hundred per cent. more than for same month last year. In the first nineteen days of May our sales equalled those of the whole of May, 1915. There is a good reason why the dealer is buying books here. We have one of the largest stocks in Canada, a wide range of authors and titles at prices that cannot be undersold.

Strong Cloth—Picture Covers. Hundred titles. Sell 15 cents.
Price 10c

Henty Books—
Handsome wrapper. Sell regularly 35 cents.
Price 18½c

Fifty Cent Lines—
Southworth — Meade — Holmes—Full size picture cover—Wrapper. Price 22½c

English Sixpennies.
Extra nice covers. New stock—Garvice, Doyle, Haggard, Gould. Price .....9c.

We handle also the ALERT LIBRARY.....Price 7½c
ALGER BOOKS are regular sellers .....Price 7½c
The MODERN AUTHORS Library always goes.....Price 8½c

MAGAZINE WALL RACKS—BOOK COUNTER RACKS

These are essential in displaying your goods. These pay for themselves at once. Our magazine display racks for hanging outside or in the window are the best in Canada. There is no doubt about it. We have also added a splendid new line of folding book stands for the counter; write us for illustrated circulars. To hold 10 magazines, 85c; 20 magazines, $1.65; to hold 20 books, $1.75; for five newspapers, 25c; Ladies' Home Journal and Post racks 15 cents.

Pencils, Pens, Rubbers, Clips, Parcel Straps, To Let Signs.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. **TORONTO: 93-95 Church St.** **WINNIPEG: 376 Donald St.**

Our travellers are now out showing lines for

SCHOOL OPENING

See our new SCRIBBLERS and EXERCISE BOOKS

Nice Designs.

Made in Vancouver.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Study Your Customers

PENS and personality are inseparable—
The more fully the stationer understands each man's needs, the more fully he realizes the necessity of a pen assortment comprehensive enough to meet them all
That's why more and more stationers are displacing three or four incomplete, duplicating, small pen lines for *one* complete effective assortment.
By this they accomplish five big things:

1st. Tie up less money in stock.
2nd. Save counter space.
3rd. Get maximum display.
4th. Offer the most complete assortment.
5th. Make it easier for the customers to buy.

To assist in concentrating and improving their Pen Departments there are 10 different sizes of Esterbrook Counter Display Cases. Write us about these to-day.

ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET CAMDEN, N.J

Esterbrook Pens "Easiest to sell!"



BOYD CABLE

Boyd Cable's New Book

"Action Front" $1.35

YOU remember what a sensation this writer from the trenches created with his great big book, "Between the Lines!" He has more than equalled that performance in "Action Front," which similarly mirrors actual conditions and experiences of the British soldiers at the fighting front. But it is told in an even better style than "Between the Lines." This book is now

THE BEST SELLER AMONG WAR BOOKS

No writer of war books has won greater fame than Boyd Cable on the strength of the sensation created by the first appearance of "Between the Lines," and its sales have been sustained ever since. Like "Between the Lines," the second Boyd Cable book, "Action Front," is a first-hand account of real trench campaigning as participated in and witnessed by a soldier who has an extraordinary gift for writing of what is transpiring in the fierce fighting between the British and the Germans.

There is no need to dwell any furthe. here on the merits of "Action Front"—that is established. People are going to buy this book. You should sell hundreds of them in your district because this book is in a class by itself and should be in every library, public and private. It is the sort of book that will appeal, and appeal strongly, to men who are not now classed as book readers. Push its sale for all your are worth because by pushing a genuinely meritorious book you will benefit your book business in a lasting manner. See that you have an adequate supply for immediate sales.

McClelland, Goodchild & Stewart, Ltd.
266 King Street West, Toronto

N.B.—See our other announcements in this issue of Bookseller & Stationer.

NELSON'S HISTORY of THE WAR

BY JOHN BUCHAN

PRICE 40c

VOLUME 13 READY SHORTLY

The Position at Sea, the Fall of Erzerum and the first Battle of Verdun.

Toronto Saturday Night:

"Mr. Buchan continues to display the same cool judgment and skill in exposition that have made his history so deservedly popular."

COLLAPSIBLE BOOK STAND

PRICE $1.50 NET EACH

Built from superior sheet metal.

Booksellers have found our stand to be invaluable, especially in cases where it is desired to tastefully decorate a small window.

Belloc's General Sketch of the European War

THE SECOND PHASE (Ready Shortly)

The account which Mr. Belloc gives is the first full, tactical study to be published in either France or Britain.

PRICE $1.50 NET

THOMAS NELSON & SONS

LIMITED

95 King St. East, TORONTO, ONT.

Motorists Want These Six Books

Be sure of this: the man who puts $1,000 or more in a car WANTS TO KNOW. He devours motor gossip, passes out a good deal of miscellaneous information, correct or otherwise, himself; and has an extraordinary appetite for knowledge—the kind of knowledge contained in these six authoritative books—all by Victor W. Page, Mechanical Engineer, Specialist in Automobile Engineering:

AUTOMOBILE REPAIRING MADE EASY.

A Comprehensive, Practical Exposition of Every Phase of Automobile Repairing Practice. The only book of its kind. A big seller at $3.00.

QUESTIONS AND ANSWERS.

Relating to Modern Automobile Design, Construction, Driving and Repair. A Self-Educator on Automobiling without an equal. Fully illustrated, $1.50.

THE MODEL T FORD CAR—

Its Construction, Operation and Repair. A splendid book of 300 pages, with over 100 specially-made engravings and two large folding plates. Price, $1.00.

MOTOR CYCLES, SIDE CARS, AND CYCLE CARS.

Their construction, management and repair. A fully illustrated treatise with a handsome Cloth Binding. Price, $1.50.

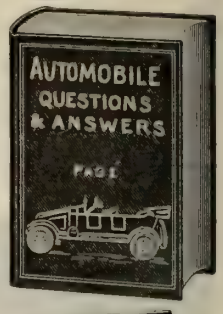
THE MODERN GASOLINE AUTOMOBILE.

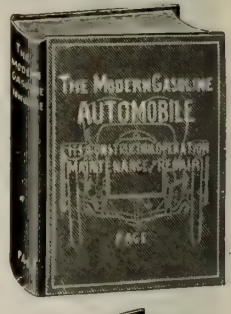
Its Construction, Operation, Maintenance and Repair. 600 illustrations and 12 folding plates. Price, $2.50.

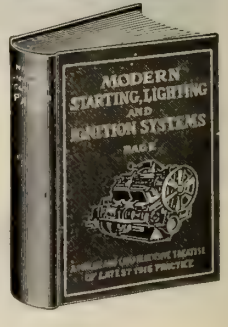
MODERN STARTING, LIGHTING AND IGNITION SYSTEMS.

A Self-Educator on Electrical Systems without an equal. Nearly 400 pages, engravings, and folding plates. Price, $1.50.









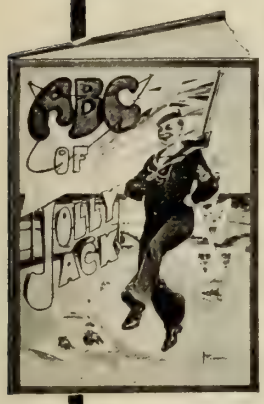
Show Them

Put them in your window. Put them forward on your counter. Pick them up and put them in the hands of your motor-car owner customers. Have on hand at least one of each. Every motor-car owner is a prospect. Remember his appetite for knowledge. Cash in on it.

Published by

McClelland, Goodchild & Stewart

King Street West ∴ Toronto, Ont.

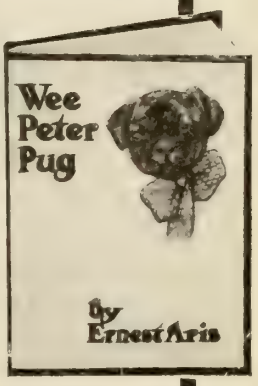


GALE & POLDEN'S

Special Announcement to Booksellers, Stores, Book Departments and Traders interested in

CHILDREN'S PICTORIAL BOOKS

FOR THE AUTUMN TRADE.



GALE & POLDEN, Ltd., have now ready some very interesting and good selling lines in ALL BRITISH CHILDREN'S PICTURE and STORY BOOKS, especially suitable for the Autumn and Xmas trade. Books that will suit all classes, to sell from 1/- upwards.

The G&P series of Toy Books, which have been introduced to the trade since the stoppage of German imports, are now well established, they are excellent in every detail, full colored pages, charming stories, bound in stiff and semi-stiff covers, varnished—in fact the G&P Series are



SOME BOOKS

which every Book Trader should secure at once.

Catalogue now ready, showing cover designs in miniature. Mail at once for copy.

Trade with the Mother Country, an All-British House, and avoid products from houses of German origin.



THE G&P SERIES **Gale & Polden, Ltd.** THE G&P SERIES

2 Amen Corner, London, Eng.

Books to Boost Fall Business

HERE is a Series of real trade-winners. A series that every mother of children will want. Fine books for gifts. One book will sell its companions. A brilliant idea, brilliantly carried out. These trade-winner books are:

"When Mother Lets Us" Series

12mo. Volumes Illustrated

Titles:

When Mother Lets Us Draw. By Emma R. Lee Thayer.
When Mother Lets Us Make Playthings. By G. Ellingwood Rich.
When Mother Lets Us Act. By Stella George Stern Perry.
When Mother Lets Us Cook. By Constance Johnson.
When Mother Lets Us Cut Out Pictures. By Ida E. Boyd.
When Mother Lets Us Garden. By Frances Duncan.
When Mother Lets Us Give a Party. By Elsie Duncan Yale.
When Mother Lets Us Help. By Constance Johnson.
When Mother Lets Us Keep Pets. By Constance Johnson.
When Mother Lets Us Make Candy. By Elizabeth Bache and Louise Bache.
When Mother Lets Us Make Gifts. By Mary B. Grubb.
When Mother Lets Us Make Toys. By Grace Ellingwood Rich.
When Mother Lets Us Play. By Angelina M. Keyes.
When Mother Lets Us Sew. By Virginia Ralston (Mrs. Ralston).
When Mother Lets Us Make Paper Box Furniture. By Grace Ellingwood Rich.
When Mother Lets Us Carpenter. By John D. Adams.
When Mother Lets Us Model. By Helen Mortimer Adams.

Retail at 75 cents net

PLAY up children's books. Love is behind the will to buy them. Since they are usually bought as gifts—birthday, Christmas and other anniversary occasions; and as rewards or for those recovering from illness—choiceness more than price governs their choice.

This particular series is a most notable and meritorious one, and will sell for year after year.

Send for a selection—one of each title —and make a special display of them.

McClelland, Goodchild & Stewart, Limited

266 King Street West ∴ Toronto, Ont.





BIG SELLERS

FOR THE BIGGEST SELLING SEASON

Even a glance at the Authors and Titles of the books named below should be convincing as to what **Big Sellers** they are likely to be. These are only a few from our Fall List of strong sellers. You know the Briggs' reputation for picking good ones.

Kathleen Norris.

THE HEART OF RACHEL.

Another strong novel from the author of that splendid seller, "Julia Page."

Maude Diver.

DESMOND'S DAUGHTER.

You will remember how popular "Captain Desmond" was. This is a sequel.

Annie Hamilton Donnell.

MISS THEODOCIA'S HEART-STRINGS.

Readers of this author's "Rebecca Mary" will want this book, as will dozens of others in your town.

William Dean Howells.

THE LEATHERWOOD GOD.

W. D. Howells' name on any book immediately inspires a desire for possession. This is one of his best.

Kate Douglas Wiggin.

THE ROMANCE OF A CHRISTMAS CARD.

This book will be a big seller at the holiday season. It is most attractively bound and gotten up to interest holiday buyers.

Hector Malot.

NOBODY'S BOY.

The homeless boy's experiences as woven by this master of French literary artists is a human document that grips the interest of old and young.

Frederick Orin Bartlett.

THE WALL ST. GIRL.

The popular type of love story centred in the financial district of New York.

Dr. W. T. Grenfell.

TALES OF THE LABRADOR.

The story of the life and adventures of the Labrador fishermen as Dr. Grenfell only has seen them

Berta Ruck.

MISS MILLION'S MAID

Another wholesome and intensely interesting love story from the author of "His Official Fiancee."

Samuel Hopkins Adams.

THE UNSPEAKABLE PERK

Mr. Adams' name on any book means a good deal to Canadian buyers. This is said to be something out of the ordinary.

George Barr McCutcheon.

FROM THE HOUSETOPS

You will be buying this book by the "50's," knowing how the McCutcheon books are called for.

NEW WAR BOOKS

Israel Zangwill.

THE WAR FOR THE WORLD

Mr. Zangwill's name will have an immediate interest for the serious readers in your town, particularly when he has somewhat unexpectedly dealt with the all-pervading subject of the moment.

Gerald Campbell.

VERDUN TO THE VOSGES

The author has been acting as special correspondent for the London "Times" on the Western front since the outbreak of War, and has had an opportunity to see the big "game" enjoyed by few men.

Paul Fortier Jones

WITH SERBIA INTO EXILE

The first book picturing the sufferings of the heroic Serbian people. The author was an American with the retreating Serbian Army.

FOR THE BOYS AT THE FRONT

"SERVICE" IN KHAKI Three volumes of the famous Canadian poet's work in khaki binding. A special "trench" edition.

WILLIAM BRIGGS

Publishers

TORONTO - - ONTARIO





Your Orders Quickly Filled From Toronto

As selling agents for Canada we carry complete stocks in our warehouse in Toronto for the following manufacturers:—

Crayons and Chalks

Quick filling of orders will be most important to you at school opening time, so we want to impress upon you the fact that as Canadian selling representatives of the Standard Crayon Manufacturing Co., of Danvers, Mass., we carry in stock in Toronto packages that represent the highest possible value in crayons to retail at 1c, 5c, 7c and 10c.

Also school chalks, white and yellow enameled and the famous "Standard Omega Dustless," than which you can get no better in the world.

All the popular sellers in the Joseph Dixon Crucible Company's line of pencils are carried in stock in our warehouse in Toronto.

We want to tell you again about

The Sovereign

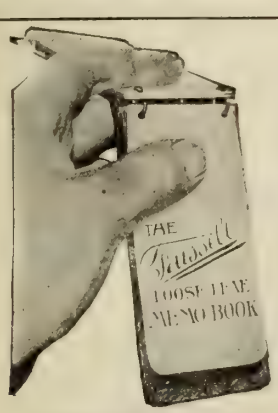
the five cent pencil made expressly for Canadian trade in five grades untipped and three grades tipped.

This is THE five cent pencil for Canadian stationers to push.

Sell the best of all 10c. pencils

"ELDORADO"

the master drawing pencil.



To open simply bend back.
To close simply pinch rings.

PERFECTED AT LAST

The cheapest of all split - ring memo books

Perfectly flat opening. Retails at 25c.

Bound in black cloth, imitation leather, very serviceable. A beauty. Made in one size only for sheet 2½" x 4½"; memo contains 40 sheets faint ruled.

Extra fillers, punched with three holes, making them interchangeable with other books. Packed 24 to a box to retail at 5c.

Write to-day for our proposition on this memo. book, which is No. 04416F. Jobbers, you should get our terms on this wonderful seller

You are losing profits to which you are entitled if you are not selling these. If you haven't a stock mail your order to-day.

We have a complete stock of all triple-ring memo. books, standard punching, in all bindings and sizes. Look up your catalogue and sort up your stock. If you haven't a catalogue send for one. We'll send it to you by return mail.

Holman Albums

For Photographs

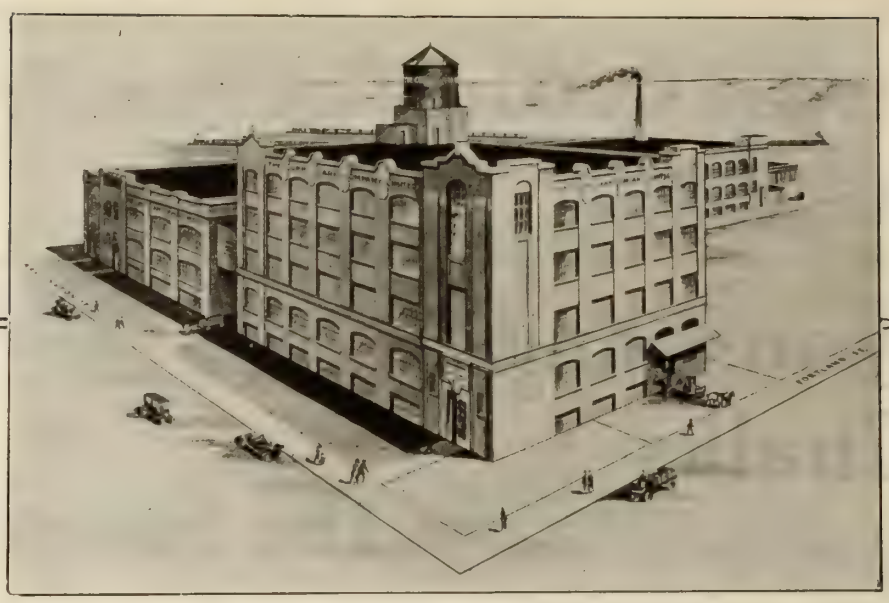


VACATIONISTS

will soon be returning home to your town and they will have a big supply of snap-shots taken on their holidays which they will want to mount.

Have you an adequate supply of albums to meet this heavy demand sure to come in September? Most complete line on the market. All sizes, in cloth, imitation leather and leather bindings, loose-leaf or bound. Look up your catalogue and make up your order to-day, or, if you haven't a copy, send for one with trade discounts.

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' REPRESENTATIVES 266-268 KING STREET WEST, TORONTO



Home of The Copp, Clark Co., Limited

A Tip for Your Profit

Quick service will mean much to you during the first few days after the reopening of the public schools and the Collegiate Institutes.

We have arranged to keep a night staff at the warehouse to take care of orders with the quickest possible despatch. Booksellers almost invariably find it necessary to order goods for school opening business that has not been anticipated or exceeds expectations.

Whether by wire, telephone or mail, depend upon it your orders will be promptly shipped. Orders received up to 8 p.m. will be filled that night.

R E M E M B E R T H I S ! It will mean money to you to send your rush orders to this House of Service.

School Opening Suggestions

Check over this list. Have you an adequate supply? If not, better order now.

INKS	RULERS	PENCIL BOXES	CRAYON ART
PENCILS	PEN POINTS	MAPPING PENS	CRAYOGRAPH
ERASERS	CRUCIBLE PENS	BRUSHES	WATER COLORS
SLATES	SLATE PENCILS	DRAWING PADS	COMPASSES
CRAYONS	PENHOLDERS	DRAWING BOOKS	MICROSCOPES
BLOTTERS			

BLACK BOARD ERASERS AND POINTERS — BOYS' AND GIRLS' SCHOOL BAGS

SCRIBBLERS — WORK BOOKS — PADS. Etc.

OUR TRAVELLERS

will soon be on the road to your town to book your sorting orders. May your trade be so good in the meantime as to necessitate big orders to replace the goods sold. In the meantime remember that all orders we receive for goods in stock are filled the day they come to us.

The Copp, Clark Company, Limited

517 WELLINGTON ST. WEST ∴ TORONTO, ONTARIO

READY AUGUST 3rd

TISH

BY MARY ROBERTS RINEHART

AUTHOR OF "K"

No other character of Mrs. Rinehart has achieved the popularity of Tish, and this story of her wild adventures should be one of the real fiction successes of the year. Illustrated in color by May Wilson Preston. $1.50 net.

Tish is the most amusing of all Mrs. Rinehart's characters and one of whom readers never tire. The account of her excursions with her two cronies, Lizzie and Aggie, and of the astonishing adventures with which they meet in city and country—from Maine and Canada to the Western reservations—is sure to be a great success.

Not since Frank R. Stockton's "The Casting Away of Mrs. Lecks and Mrs. Aleshine" has such a story been written, and even that masterpiece lacked the snap and zest of Tish, *the book of a thousand smiles.*



THE COPP, CLARK CO., LIMITED

PUBLISHERS - - - TORONTO

WESTERN MADE — WESTERN MADE — WESTERN MADE QUALITY STATIONERY — WESTERN MADE — WESTERN MADE

Scribblers, Exercises, Note Books, Foolscap, Writing Tablets, Drawing Packages

CARTRIDGE DRAWING PAPER

in Pads and Packages size 6 x 9 and 9 x 12, to retail at 5c and 10c each. To the trade 40c and 80c per dozen.

PRESTO ERASERS

The best soap erasers on the market.

To retail at 1c each, 2 for 5c, 5c and 10c each.

PRANG'S WATER COLORS

and Crayons. The Standard High Grade Water Colors. Retail at 25c, 30c and 35c each. Crayons at 10c each.

SCHOLARS COMPANIONS

Made in Japan. The most beautitul line on the market in slide and lock style to retail at 10c, 15c, 20c and 25c.

PENCIL ASSORTMENTS

Connaught and Britannia. Two splendid assortments of beautifully finished pencils, each containing six dozen. To the trade $2.25 per assortment.

SCHOOL GOODS

NOW is the time to ensure having a complete stock of **School Supplies.** Conditions are such that all dealers should check up their stocks carefully and order plentifully. Business will be good this Fall, and supplies harder to procure, with an upward trend of prices. Lay in a good stock now and increase your profits.

CLARK BROS. & CO., Limited

MANUFACTURERS
WHOLESALERS
WINNIPEG

THE PUBLISHER'S PAGE

STATEMENT OF THE BUSINESS MANAGER | AUGUST, 1916 | Vol. XXXII—No. 8

Getting Results From Advertising

DEALING with the subject of "mail order" advertising copy in trade journals, some good advice and apt illustrations are given by H. D. Allen in "Class."

* * *

After distinguishing between enquiry-producing copy and straight, educational copy designed to link up with the general sales organization of a wholesale house, Mr. Allen instances several experiences of advertisers, including one who had previously sold direct to farmers, but who had changed his selling policy to market his product through dealers.

* * *

This advertiser was used to quoting split-prices, $8.88 for instance, and also coupons—mail order copy of the most apparent kind. He was talked out of this method of advertising as addressed to dealers, and, naturally, enquiry replies did not mount up very high, there being no occasion for them nor any great advantage accruing to the advertiser by reason of them. But the advertiser felt that the absence of these enquiries indicated that the advertising was non-productive.

* * *

He went so far as to put it up to the publication in question to either produce enquiries or relinquish his business.

* * *

Then the copy department of the paper wrote some of the "sure-enough" mail order copy, bringing forth the enquiries and convincing the advertiser that his advertisements were being read.

* * *

After that this advertiser listened to reason, used straight educational and general publicity to the trade and was satisfied that the trade paper was doing good work for him in getting favorable attention and developing genuine interest, thus actually promoting business through the regular sales channels.

* * *

That is a consideration which should guide those who write advertisements to appear in "BOOKSELLER AND STATIONER." The merchants who read this paper regularly — they include nearly all of the really worthwhile accounts among the stores throughout Canada, selling books, stationery and kindred lines—are going to continue their regular, sane method of buying. They will continue to visit buying centers. They will continue to buy from the traveling salesmen who serve the retail merchants so well, and they will continue to find it necessary to send in orders for goods by mail as occasions arise, ALL IN THE REGULAR WAY OF BUSINESS.

* * *

Therefore the big point to be remembered is the favorable influence exerted on the minds of the retailers by publicity in "BOOKSELLER AND STATIONER" **when his regular buying time comes.**

* * *

That is the crucial time when good advertising in BOOKSELLER AND STATIONER bears fruit.



THE O. K. MANUFACTURING CO., SYRACUSE, N. Y.

Stationers' Specialties. Sole Licensors and Makers of

The "WASHBURNE" Patent "O.K." Paper Fasteners
The "SANITARY" Patent Erasers
The "RIES" Patent Letter Openers

O.K. TRADE MARK REG. U.S. PAT. OFFICE

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. AUGUST, 1916 No. 8

IN THIS ISSUE

Good Outlook for Fall Book Trade

Helping the Retailer to Sell More Goods

Some Mistakes in Window Trimming

Toy Show at Toronto Exhibition

Paper Prices Still Soaring

Newest Styles in Ladies' Handbags

Selling Office Furniture

New Goods Described and Illustrated

Monthly Record of New Books

Important New War Books

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President — H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager — T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234. Cleveland, R. G. Langrill, 3112 Euclid Ave., Telephone Prospect 1026R.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year; other countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

Thomas Allen's "Six Best Sellers"

It was "just accident" that gave us the SIX BEST SELLERS listed below. We are fortunate in our relations with publishers and authors. Also the cordial relations we have with the retail booksellers of Canada count for a very great deal, for you retailers have a good deal to do with furthering the sale of books. These six books sell by reason of their merit, their advertising, and their seasonable character. We solicit your continued favor in giving them prominence in your counter, shelf and window displays.

Friends of France

Friends of France

The Field Service of the American Ambulance Described by its Members.

Small 8vo. $2.00 net. One of the most moving and widely appealing war books that have yet appeared. The field service of the American ambulance, in which hundreds of young Americans have driven their cars along the actual firing line, is the most virile and adventurous part played by America in the great war. More than fifty uncensored photographs is an attractive feature.

Web of Steel

Web of Steel

By Cyrus Townsend Brady Father and Son

12 mo. cloth, net $1.35. Illustration and colored jacket by the Kinneys. A big, gripping story. Tells of the ruin of a bridge and the rescue of a dam. Tackles big problems—of life and conduct.

Billy Topsail

Billy Topsail, M.D.

By Norman Duncan

Further adventures of Billy Topsail and Archie Armstrong on the ice, in the forest and at sea. In a singular manner the boys fall in with a doctor of the outposts and are moved to join forces with him. The doctor is "Dr. Luke, of the Labrador," whose prototype, as everyone knows, is Dr. Grenfell.

Just David

Just David

By Eleanor H. Porter, Author of Pollyanna, Etc. Canadian Edition 10,000

The leading novel of the year. "You can't help loving David and you can't help feeling better and happier for having met him." Illustrated. Cloth, Net, $1.25.

The Blind Man's Eyes

The Blind Man's Eyes

By William MacHarg and Edwin Balmer. Now in 4th Edition.

A corking good mystery story. Holds the reader spellbound until the last line of the last chapter. Cloth, Net, $1.35.

Kitchener's Mob

Kitchener's Mob

By James Norman Hall Canadian Edition 5,000

The vivid experience of one of the first men to enlist in Kitchener's army. Its chief importance and distinction lie in the fact that it is perhaps the first narrative of actual experiences of a soldier at the front to appear. Net,.....

I cordially invite the trade, when in Toronto, to visit my new and commodious sample and warerooms at 215 to 219 Victoria Street. Perhaps you will be in Toronto at the Canadian National Exhibition. Come in and shake hands. Take the elevator to the fourth floor.

BOOKS OF MERIT

THOMAS ALLEN, Publisher

TORONTO

BOOKS OF MERIT

Editorial Chronicle and Comment

THE NEED OF ORGANIZATION

THE book trade is well organized in the United States and now the problem of still more intense organization is being dealt with by the American Booksellers' Association, which held its sixteenth annual convention in Chicago in May.

The need of state book trade organizations was emphasized by several speakers and a favorable coincidence was the announcement of the recent organization of one local and two state book trade associations.

The mood in which the addresses and discussions were received by the delegates, augurs well for the expansion indicated and in this connection the question arises as to whether it would not be well to include local centres and the provinces of Canada in this larger organization programme which the American association is fathering.

The additional suggestion was offered at Chicago, that the parent body might be divided into sections, all duly organized, covering every phase of the book trade, these sections to include one devoted to the interests of publishers, another to deal with school books, sections for law publishers, for booksellers; for old and rare book dealers and others that might be deemed advisable.

The plan is being heartily endorsed by the *Publisher's Weekly,* of New York, as applying to organization throughout the United States and *Bookseller and Stationer* submits that the whole question should be actively taken up by both the publishers and the retail booksellers in this country.

The question as to whether there should be one organization to include publishers, jobbers and retailers in one body, district sections for each, or organizations for the wholesale and retail interests entirely independent of each other, is of secondary importance to the big issue of organization. On whatever basis it may be, let the Canadian book trade be organized to mutually protect and forward the interests of all members of the Canadian book trade.

IN THE MARITIMES

RETAIL conditions generally in the Maritime Provinces are so good that the *Financial Post* in its issue of July 22 said: "That there never has been a time when the average Nova Scotia merchant's account was in so satisfactory a condition as to-day, was the opinion expressed by an Eastern bank to The Post. Liabilities have been reduced, and lessened stocks have contributed to a healthier state of affairs. Credits are obtainable from the banks whenever reasonable security is shown, and times undoubtedly are good. The shortage is in labor, and it is only that which handicaps our industries."

SERVICE TO RETAILERS

AS many a Canadian bookseller and stationer knows to his profit, BOOKSELLER AND STATIONER has a Service Department by means of which information is available that frequently unties trade knots and smooths down difficulties in the retail trade. This department appreciably supplements the benefits which the retailers obtain by closely following the editorial contents and the announcements of publishers, manufacturers and jobbers in the advertising pages of the paper.

This "Service" idea is gaining ground everywhere. On another page is told the story of a group of jobbers in the different branches of the retail trade in St. Joseph, Missouri, who are now organized with this service for retailers as their keystone and with the specific object of helping the retailers to sell more goods, this materially increasing their own distribution.

BOOKSELLER AND STATIONER heartily commends this course and would like to see it adopted by the jobbers of Canada.

"FORGETTING" CANADA!

ONE of BOOKSELLER AND STATIONER'S United States representatives reporting a call upon a large manufacturer of toys and novelties, quoted him as saying that so much business was offering at home that he was forgetting Canada for the present.

This is a remarkable stand for a business man to take unless he is in business simply on a get-rich-quick basis.

Fortunately for themselves, some of the big manufacturers of stationery lines are not having their heads turned by the remarkable prosperity which the United States is enjoying in these war years. They are far-seeing enough to know that it would be very bad business policy, particularly at this critical time,

to "forget Canada!" They know that they will need the business of Canadian merchants more than ever before very long and they realize the danger of Canadian merchants *forgetting their goods* in favor of other meritorious lines successfully introduced by rival concerns, alert and wide-awake to the possibilities of future trade in this country.

The present is a period of trade reconstruction and foolish indeed is the manufacturer who fails to appreciate Canadian trade at full value to-day.

A BOOK A WEEK

IN the Toronto Public Library Bulletin, Dr. Locke suggested to vacationists the plan of reading four good books while on their holidays. It is interesting to reproduce the following extract of what the Toronto World was inspired to say on this subject: "He is a diligent student who reads four books on his holidays, and we venture, with all diffidence, of course, in a city in which librarianship has risen to such a pitch of perfection as Toronto, to suggest that the citizens who read four books a year are in the minority.

"Dr. Locke has thousands of readers who frequent his institution, who read hundreds of books in a year, but there is great room for improvement among vast tribes of citizens who know not the fearful joy of getting out of this world into bookdom.

"After all, it is not the number of books that are read, but the quality of them, and the extent to which they sink into the mind and mold its thought that is of importance. A book a week is a tremendous achievement, according to the opportuniteis of most of us, and yet reading a book a week for sixty years would only make us acquainted with a little over 3,000 out of the millions that exist,"

The "book a week" plan is a good one for people to adopt, whether it be a book a week from the Public Library or a book a week bought from booksellers. The latter should do all in their power to encourage the former because rather than work out to their detriment it will eventually add to the army of book buyers.

THE RETAILER IS BOSS

THE fallacy that a retailer can be forced to sell certain goods—that he is merely a distributing machine whose personality does not really count, an idea formerly exploited so freely by a certain type of advertising agency, has been thoroughly exploded and the manufacturer who used to listen to the siren song of the publicity prestidigitator, now realizes that it is just as necessary to convince the retailer as the prospective consumer.

As a suppositious case to illustrate the point, let us consider that of a manufacturer bringing out a genuinely meritorious new product. He realizes that in order to quicken its way to general use, publicity is necessary, so he enlists the service of an advertising agency.

The agency, one of the old type, guided in its selection of mediums by the extent of the commission allowed by different publications rather than by the real interests of the manufacturer whose good money is taken, selects a group of papers that gives only a fraction of the value that would accrue to the advertiser were mediums chosen on the score of greatest influence and merit. The manufacturer is told that it will not be necessary to advertise in trade papers because the consumer advertising will *force* the hands of the retailers! Thus the agency avoids the necessity of preparing the special copy that trade paper advertising would necessitate, for you see one series of advertisements suffices for all the general mediums.

Being thus ignored, the retailer is not nearly so responsive to the sales efforts of the manufacturer's travelers as he would be, had there been special effort by means of good, informative and convincing advertising in his trade paper, with real arguments telling of the benefits to be derived by stocking the line.

Many a campaign has failed even in the case of good merchandise because of the failure to reckon properly with the merchant.

For instance the notion that a dealer's profits can be cut down by this very policy of forcing him by national advertising to sell certain goods, usually falls down because, except in a few extraordinary cases, the manufacturers must eventually give the retailer proper treatment in order to achieve lasting success and it stands to reason that once a line is really *"sold"* to a retailer, such enthusiasm will be his that he will sell more of that line than in cases where he has scarcely been considered.

It must be remembered that in the case of business done in retail stores, the merchants get the business because customers prefer to buy at certain stores, which indicates that they have confidence in the merchants from whom they buy. Many merchants have taken years in building up such local prestige. They are, with few exceptions, among the most valuable and substantial citizens of their respective communities. Their walk in life makes this true because without integrity they cannot survive.

This brings us to the crucial point that the retailer dominates the situation and the merchant will do well to keep in mind that the very presence in his trade paper of the advertisements of different manufacturers and wholesalers, is a good indication that these advertisers have a sane appreciation of the real position of the retailer in the successful marketing of any product.

These trade paper advertisements are veritable finger posts indicating who are the real friends of the retail merchants.

Good Outlook for Autumn Book Business

Plenty of Good Books Are Available—Every Reason Why Book End of the Business Should be Aggressively Pushed — Some Pointers.

THERE is every reason to push the book end of the business with all energy this year. There are so many books available, both new and old, that there is no danger whatever of any shortage excepting, of course, in the case of unlooked-for demand for certain titles. In the main there are more books available than will be sold this year, but, of course, if the retail booksellers show goodly increases in their sales over previous years, there will be fewer publishers' remainders, and this alone will make for cleaner subsequent book trade conditions.

The remaining months of the year are those in which the greatest volume of trade in books is always done. Consequently it is in order right now to advise the retail trade to "Make this your biggest book year." In fact, the average bookseller should do a greater volume of business in books in the remaining five months of 1916 than he did in the whole of 1915.

A pertinent question that might well be put to the retailers just when this question is being considered is: "What do you do with the many circulars that come to you from publishers with your shipments of books?"

It is a common experience for a traveller with his eyes open to see in discard somewhere about a book store a batch of circulars sent to that merchant by the house he represents. In fact, very few booksellers can plead innocent to charges of waste of this nature. It is also very often the case that proper use is not made of the fine window display sheets and other advertising matter, prepared at no inconsiderable expense, but which are supplied absolutely without cost to the bookseller.

Come right down to hard pan in considering this question. Take for instance those circulars and display cards that came along with that recently published book which you picked as a coming "best seller" when you placed your order with the publishing house. Take up that advertising matter and pass judgment on it. Is it good or is it not? Will it benefit your business to get the circulars into the hands of those people who will be most likely to be interested in the particular book it deals with? It is a pretty good bet that you will decide in the affirmative. Having reached that decision, get a local printer to tell you roughly what it would cost you to have five hundred or a thousand of such circulars printed. That will give you a line on the actual worth of this advertising matter supplied to the trade free, but which unfortunately is seldom properly valued by the merchants.

A Book Trade Evil

This carelessness on the part of too many merchants is one of the present evils of the book trade in Canada. "Bookseller and Stationer" has before this taken occasion to refer to it and to urge the trade to be more considerate of the interests of the publishers extending this co-operation to the retailers, and also to point out to the latter that they themselves are heavy losers by reason of this negligence, for the reason that, were they to put all this free advertising matter supplied by the publishers to the use for which it was designed, they would sell many more books, and consequently very appreciably increase their profits.

Let every bookseller throughout Canada decide not only in future to use all such good advertising matter coming to him from publishers, but to show some initiative in approaching publishers asking for suggestions as to just how that may increase their book sales. The good suggestions that will thus be forthcoming will surprise the average bookseller, for it must be remembered that every publisher by reason of their close connection by means of travellers and otherwise with the leading booksellers in all parts of the country are in a position to pass on retail selling pointers of proven worth, ideas and methods that have been successfully put to work by other booksellers.

Bookselling Suggestions

There are good new novels aplenty, and with the approach of cooler weather, there will be greater inclination to read. It is up to the bookseller to display greater ingenuity than ever before in presenting the merits of the new novels as they come out. This will get them talked about and more people will naturally want to read them.

Similarly the meritorious new war books and volumes dealing with the different countries engaged in the world war should be featured in newspaper advertising and displayed in the book store windows and on counters or tables as to meet every eye.

A good descriptive work about Russia appears. Who will be most likely among the people of the community to be interested in that book? Why not write them a letter about it, or talk to them personally telling of this book. Even over the telephone this can be done in an effective manner, and frequently it will be found to be good business to offer to send a book around on approval.

Cut Out Fads

Bookselling is a business of wonderful possibilities. A lot of so-called booksellers, who should be selling books, are fiddling around with fad lines that may sell well while a craze is on, but very frequently the bottom drops out of such a fad, leaving the dealer with so much dead stock on hand as to reduce almost to a minimum the profits made on previous sales.

Booksellers would be spared such unfortunate experiences were they to realize more intelligently the possibilities which the book trade affords for building up business on a sure foundation. They should become booksellers in deed as well as in name.

Now, with the best bookselling months of the year approaching, is the very best time to begin anew to develop the book end of the business along the right lines.

"Make 1916 your biggest book year."

THE BEST SELLING BOOKS IN CANADA

Canadian Summary—Fiction

1—Just David	Porter	71
2—Bars of Iron	Dell	51
3—First Hundred Thousand	Hay	34
4—Seventeen	Tarkington	32
5—Anne of the Island	Montgomery	21
6—Viviette	Locke	18
6—Torchy	Ford	18

Non-Fiction

1—Action Front	Cable	60
1—Canada in Flanders	Aitken	60
3—Kitchener's Mob	Hall	40
4—My Home in the Field of Honor	Huard	36
5—The Thirty-Nine Steps	Buchan	24
6—Buchan's History of the War		20

SOME NOTED WRITERS

H. G. Wells has been aptly referred to as one of the most provocative intelligences of the century. He is in the very forefront of modern novelists, and has given us novels so diversified in their themes and treatment as to characterize Wells as probably the most versatile of all writers of fiction. But it is not alone in fiction that he has been active. In respect to great national and world questions Wells has in recent years been a great force in making people think, whether or not his influence is sufficient to make people agree with him in all his views. His most recent offering is "What is Coming?" dealing with probable eventualities following the present European conflict. The larger issues of the war are discussed in this book in the brilliantly illuminative style that is so characteristic of Wells.

* * *

Amongst the foremost English students and writers who have centered attention upon the great Russian Empire is Stephen Graham, a fact which is the more remarkable because he has just passed the thirtieth milestone of life. To few men has it been given to crowd so much travel and experience of a genuinely valuable character as has fallen to the lot of Stephen Graham, due, be it said, to the earnest application that has made him what he is. Graham has tramped through Russia and lived with Russians practically as a Russian. He knows Russian life and Russian literature. Of his many books on Russia, some deal with remote regions, introducing us to Russian types that are entirely new to us. Such a book is his "Through Russian Central Asia," recently published.



H. G. WELLS
Photo: Vandyk.

SIR EVELYN WOOD
Photo: Bassano, Ltd.

STEPHEN GRAHAM
Photo: Elliott & Fry.

SIR FREDERICK TREVES

SIR GEORGE FORREST
Photo: Swaine, Ltd.

OSCAR BROWNING

PRINCESS RADZIWILL

* * *

Field Marshal Sir Evelyn Wood has made a notable contribution to historical literature with his book published this year, entitled "Our Fighting Forces," being virtually a military history of the British Empire, dealing in a most interesting manner with the great generals and admirals who have at different times guided the efforts of the British fighters on land and sea, altering the world's map, bringing prestige to the Empire, and carrying liberty and good government to various peoples in all quarters of the globe. Incidentally, besides telling the stories of land battles and sea fights, this book demonstrates how the great campaigns and wars of British history have brought about the present efficiency of the services.

* * *

Sir George Forrest has written a most valuable work of biography in his "Life of Lord Clive," that intrepid colonizer who was spoken of by the late Lord Roberts as one of England's greatest sons. This authoritative work dealing with one of the most tragic figures in British history is achieving well merited success.

Oscar Browning is the author of a precise and accurate history of modern times, one that is most valuable as a ready reference for students of the present war, and it is interesting to observe that a popular edition of this valuable history has been put out this year. The book covers the civilized world of the last hundred years, so prolific of great men who have influenced their own and other nations for good or ill, and it is in this light that Professor Browning has written, making his book a great human document, presenting the personalities and accomplishments of the great men who have dominated the world in the last century, from Napoleon to the outbreak of Armageddon.

* * *

Sir Frederick Treves is reputed to be one of the greatest living physicians and surgeons, and is the author of a number of medical books. He was surgeon to the late King Edward. In literature he is as famous as in medicine; probably his best known books—from a literary standpoint—are: "Rocked in the Cradle of the Deep," "The Other Side of the Lantern," and "The Country of the Ring and the Book."

* * *

Princess Catherine Radziwill, the gifted author, is of Russian parentage; however, during her lifetime much of her time has been spent in Germany, France, Austria and England. Her experience in these countries has made it possible for her to write an entertaining series of books, pertaining to the courts of the various countries visited from time to time. These consist of: "Memories of Forty Years," "The Royal Marriage Market of Europe," "Sovereigns and Statesmen of Europe," and "The Austrian Court from Within." She has just ventured into the realm of fiction, having written a novel of considerable interest, dealing with the conflict on the Russian frontier, and will be published shortly under the title of "Because It Was Written."

* * *

I. A. R. Wylie is an English author who has achieved notable success and her latest book, "The Hermit Doctor of Gaya," will strengthen her reputation. It is a vivid picture of Anglo-Indian life.

* * *

"Rita," in her latest novel, "The Iron Stair," tells a tale of Dartmoor. It is melodramatic and full of charm, complexity, and daring, unfolded in the fresh gorse and heather-strewn setting of the Devonshire moors and against the dark background of frowning prison walls. A girl, an innocent convict, a wolf in sheep's clothing, and the hero of the story are the central figures.

As poet, philologist, and essayist, Dr. Raley Husted Bell, whose **Philosophy of Painting** has just been published, is the author of six volumes. As artist and traveler, he has more books to his credit. His special contributions cover a wide range, including art, medicine, philosophy, science, history, criticism, and descriptive work.

* * *

The Gate of Asia, by William Warfield, is thus entitled because the region traversed by the author and described in the book, including Mesopotamia, Kurdistan, Armenia, and the Persian province of Azerbaijan, has acted as a connecting link between those civilizations on the west, whose relations have been chiefly with Europe and those on the east which are peculiarly Asiatic.

* * *

A STRONG CONDEMNATION

"Because I am a German," by H. Fernau, has come to "Bookseller and Stationer" during the past month. In this volume the conscience of Germany finds a voice at last and speaks by the mouth of one of her own citizens. So full of conviction and seriousness in this statement of Germany's case against her rulers that three weeks after publication in Germany every copy of the work was confiscated by the police, and its sale forbidden under the heaviest penalties. The author in writing to his publishers said: "I am neither a Jew nor a Pole, but I have written the book just because I am a German."

* * *



CHEIRO

Like a skilled detective, Cheiro, in his new book, "Palmistry for All," based on his twenty-five years' experience, deals with every clue that the hand offers in line and texture, in curve and conformity, that may lead to the discovery of character.



I. A. R. Wylie.



Raley H. Bell.



William Warfield.



"Rita."

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

The Web of Steel, Cyrus Townsend Brady, Father and Son, cloth $1.35.

Non-Fiction

Degenerate Germany, Henry de Halsalle, cloth 75c.

WILLIAM BRIGGS

Fiction

Desmond's Daughter, Maud Diver, cloth $1.25; Miss Million's Maid, Barba Ruck, cloth $1.25; Ramona (New Edition), Helen Hunt Jackson, cloth $1.35; Carry On, Taffrail, cloth 35c.

McCLELLAND, GOODCHILD & STEWART

Non-Fiction

Contemptible, "Casualty," cloth $1; With the Guns, L. O. O., cloth $1; Memoirs of a Physician, Veressayer Vikerichy, cloth $1.50; Revelations of German Attache, Emil Witte, cloth $1; Action Front, Boyd Cable, cloth $1.25; Aeroplanes, F. A. Talbot, cloth $1; Submarines, F. A. Talbot, cloth $1; Practical Electrical Wiring, M. Sharp, cloth $1; On the Anzac Trail, Anzac, cloth $1.

Juvenile

Real Story of Whaler, Berrill Hyatt, cloth $2; Monster Hunters, F. R. Wheeler, cloth $1.25; Four in Camp, R. H. Barbour, cloth 50c.

THE MACMILLAN CO.

Fiction

The Prisoner, Alice Brown, cloth $1.50.

Non-Fiction

Social Problems, E. T. Towne, cloth $1; The Life of Benjamin Disraeli, Vol. IV., Moneypenny & Buckle, cloth $3; The Deposits of the Useful Minerals and Rocks, Beyschlag, Vogt and Krusch, cloth $6; Nationalism, War and Society, E. Krehbiel, cloth $1.50; The Works of Ivan S. Turgenev, N. E., 15 Vols., leather $18; Organized Labor in America, G. G. Groat, cloth $1.75; The Founding of Spanish California, C. E. Chapman, cloth $3.50; Economics, H. Clay, cloth $1; Second Thoughts of an Economist, Wm. Smart, cloth $1.50; The Main Illusions of Pacificism, G. G. Coulton, cloth $1.50; An Introduction to the Study of International Relations, A. J. Grant, cloth 60c; Alsace-Lorraine, Peeps at Many Lands Series, cloth 50c; British Ferns, Clubmosses and Horsetails, Peeps at Nature Series, cloth 50c; British Butterflies, Peeps at Nature Series, cloth 50c; Common British Beetles, Peeps at Nature Series, cloth 50c; The Way of the Hills, King's Highway Series, cloth 55c.

GEO. J. McLEOD, LIMITED

Juvenile

The Girl Philippa, Robert W. Chambers, cloth $1.40; Silver Sands, Clinton H. Stagg, cloth $1.25; Alice Devine, Edgar Jepson, cloth $1.25; The Door of Dread, Arthur Stringer, $1.25; Mr. 44, E. J. Rath, cloth $1.25; Loot, Arthur Somers, cloth $1.25.

THOMAS NELSON & SONS

Fiction

Blinds Down, H. A. Vachell, cloth 20c; Buried Alive, Arnold Bennett, cloth 20c; The Golden Kingdom, Andrew Balfour, cloth 20c.

Non-Fiction

History of the War, Vol. 12, John Buchan, cloth 45c; In An Enchanted Island, W. H. Mallock, cloth 35c.

THOMAS LANGTON

Fiction

The Sailor, J. C. Snaith, cloth $1.50.

Juvenile

The Mary Francis Garden Book, Jane Eayre Fryer, cloth $1.50.

SOME RECENT COPYRIGHTS

When They Come Back; or, When Our Soldier Boys Come Back. Words and Music by Morris Manley. Morris Manley, Toronto.

Nearer My God to Thee. Words by S. Flower Adams. Music by R. G. Stapells. Anglo-Canadian Music Publishers' Association, London, England.

Twinkles. By F. W. Vandersloot. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

Dream Garden. By F. W. Vandersloot. Vandersloot Music Publishing Company, Williamsport, Pa.

March Irresistible. By Asa Huycke. (Music.) Asa Huycke, Peterborough, Ont.

Hurrah for the Buffs! Marching Song. Words and music by Frank O. Madden. Arranged by Jules Brazil. Frank O. Madden, Toronto.

PRICES WRONGLY GIVEN

In the advertisement of McClelland, Goodchild & Stewart, in the July issue of "Bookseller and Stationer," errors in prices were made, the price of "Motorcycles and Sidecars" being given as $1, instead of $1.50, and in the case of "Modern Starting, Lighting and Ignition Systems," a similar error occurred, the price of that book being $1.50, not $1.00.

THE REAL GERMANY

Two books dealing with Germany before the outbreak of the war, and which afford most interesting reading at this time, are "The Assault," by Frederick William Wile, and "Germany Before the War," by Baron Beyens, who was the Belgian ambassador to the Court of Berlin for two years up to August, 1914, when the war began. Both these books throw a great deal of valuable light on the situation in Germany, leading up to the great cataclysm. Mr. Wile's narrative is of a more personal character than that of the Belgian Minister, and displays a high degree of ability in presenting a running story that holds the reader's close attention without dragging at any stage. The author has been a resident of Berlin for thirteen years as the correspondent at that capital for the London Daily Mail and the New York Times. It will be readily understood that the very nature of his daily avocation during those years, so pregnant with what was to come when Germany was ready, qualified him to no mean degree to write a book on the subject of the war and the circumstances that led up to it. As is pointed out in the book, this correspondent had for years been sending despatches to his paper in London that should have had the effect of pulling the scales from the eyes of the public men of Britain, awakening them to seriously contemplate the only meaning that could be attached to the never-ceasing military preparations that had been going forward for so many years in Germany. It is only the first half of Mr. Wile's book that is devoted to Germany. In the latter half, after a most intensely interesting account of the portentous days immediately preceding and following the fatal day, August 4, 1914, he tells in an equally gripping manner of England after the war.

Baron Beyens' book is especially valuable for its comprehensive presentation of the political fabric of the German Empire, of the overweening grip which the army, the navy, and the war party had on the country, and of the thraldom in which it held the Kaiser, a none too reluctant tool in its grasp.

Particularly impressive are the chapters in this book telling of "the week of tragedy" and of "Belgian neutrality and the invasion of Belgium."

WHY NOT ADVERTISE NOW?

"We're busy, and don't need any advertising just now." is a companion to "Trade is so slow it wouldn't do us any good to advertise." Advertising men are familiar with both.

Neither position is logically tenable; yet many concerns continue to wait for the propitious time to advertise, instead of realizing that advertising is education, and that educational work should be continuous, consistent and reiterative.

A NOVEL OF THE HOME

The girl in Grace S. Richmond's new novel, "Under the Country Sky," (McClelland, Toronto) is old-fashioned enough to believe in "home." She looks on love as a gleam to follow through life. She has her dark moments, longings for a larger life but her optimism and her "will to happiness," wins out. This is a genuinely interesting novel of a real American home.

A SYMPATHETIC TALE

"Moorland Patches," a new novel by Thomas Bennett comes from MacNiven and Wallace, the Edinburgh publishers being a "three and six" edition, as one reviewer in the old land has said:

"They are kindly folk in 'Moorland Patches,' and their lives were neither without adventure nor the romance and humor that enhance the worth of the common things of life."

BLACKWOOD'S NEW NOVEL

In the brief personal sketch of Algernon Blackwood in the June issue mention was made of his new book "Julius Le Vallon." In this volume he deals again with a rather uncanny supernatural subject, that of an existence in a previous state and our power of remembering what we were in that state. Julius le Vallon, the hero, possesses this strange psychic power, and the first part of the book wherein Julius there "remembers" while at school, and the chosen chum of the very ordinary typical British schoolboy, John Mason, is certainly supremely fascinating and attractive. Both le Vallon and Mason are unusual conceptions, and the reader, though hardly convinced, cannot certainly fail to be interested. Mr. Blackwood always writes with a very marked individuality of his own, and it is this rather than the tale itself which in spite of shortcomings lifts the book out of the ordinary run of novels.

A BLIND MAN'S AUTOBIOGRAPHY

"Hitting the Dark Trail," is the title of the remarkable story in the form of an autobiography by Clarence Hawkes, who lost the sight of both eyes in his early teens and who pluckily resolved to make the best of his affliction. Mr. Hawkes is a friend of Helen Keller, and his story is in many respects similar to hers. It is a moving and inspiring record of courage triumphant.

THE IRISH HOMESTEAD

At the Central public library in Toronto may be seen the "Irish Homestead," a Dublin weekly edited by George W. Russell, poet, orator, organizer, journalist, one of the most remarkable living Irishmen. This journal is the organ of the Irish Agricultural Organization Society, and is published in the interests of Irish agricultural and industrial development.

Those who have been keeping an eye on the transformation which is coming over the land since Sir Horace Plunkett first conceived and got into operation his Irish co-operative agricultural societies are thus given an opportunity of seeing this interesting publication.

HOW TO LIVE

A book that has scored a wonderful success in the United States and which has now been brought out in a Canadian edition is "How to Live." It represents the official result of the extensive study, investigation, and research of the Hygiene Reference Board of the Life Extension Institute, which is composed of many of America's foremost citizens, including such physicians as: Drs. William J. Mayo, ex-President American Medical Association; Russell H. Chittenden; William H. Welch of Johns Hopkins University; John F. Anderson, Director U. S. Government Hygiene Laboratory; Dudley Allan Sargent; Cressy L. Wilbur, New York State Health Department, etc., and many eminent men in public life, including Ambassador Page, David Starr Jordan and other prominent Americans.

TRANSLATIONS

Translations from French and Russian into English have appeared in considerable numbers since the outbreak of the war. There is, of course, every hope that this department of books will every year grow still more and more after peace has been reached. It is particularly worth noting that while many of these translations naturally deal with subjects of the war, this is by no means wholly so. Indeed, books on various subjects are now being translated with considerable freedom. It is a little curious that up to the present Italian books do not seem to be greatly in demand, but no doubt, as time passes on, there will be a good deal of improvement in this respect also.—"The Bookseller" (England).

NEW CHILDREN'S BOOKS

A new edition from entirely new plates is offered in the new series of Fairy Tale books, Hans Anderson, Grimm, Dickens, etc.

A ten by twelve inch board and cloth covered book of Glorious Battles in English History, with unusually fine colored plates commands considerable attention amongst books of its class. Northern legends is in very much the same order of mechanical make up, although of a gentler subject matter.



Illustration From "The Spell of Egypt."

SEX EDUCATION

"Sex Problems of Man, in Health and Disease," is the title of a new book put out by Stewart & Kidd Co., Cincinnati, O., in a $1.00 edition. The work is by Dr. Moses Scholtz. Dr. Scholtz is Chief of Clinic and Clinical Instructor in Dermatology and Syphilology, Medical Department, University of Cincinnati.

This volume is the first attempt to present to the general public in a thoroughly scientific comprehensive way all the facts of sex life of a man. A youth struggling for purity in his manhood will find powerful support and encouragement from a scientific viewpoint. An unfortunate victim of venereal disease will be greatly enlightened and benefited by the wealth of information of a practical character.

Next to the instinct of self-preservation, sex is the most powerful and dominating factor of human life. Its proper interpretation and control brings to man happiness and a fully developed healthy life. Its ignorance or abuse spell ruin in a destruction of body and soul.

AUTOMOBILE INFORMATION

"Questions and Answers Relating to Modern Automobile Design, Construction, Driving and Repair," is the name of a book by Victor Page, which comes for review from McClelland, Goodchild & Stewart, who have put it out in a $1.50 edition. It may be described as a "self-educator" on the question of automobiles. This new edition has 701 pages and nearly 400 illustrations. It is a most comprehensive and a most creditable volume.

* * *

A valuable financial volume is "American and Foreign Investment," by W. L. Raymond, just issued.

* * *

John Masefield is to the fore with a new book of poems entitled "Good Friday and other Poems," that being the chief poem in the collection which includes many sonnets and shorter poems and a new novel to be ready shortly, entitled "Captain Margaret."

* * *

The New York Times characterizes Edgar Lee Masters, whose new volume "Songs and Satires" is among the season's publications, as "The Only Poet With True Americanism in His Bones."

* * *

Interesting new arrivals are "The Human Boy and War," by Eden Phillpotts, and "The Prisoner," a novel by Alice Brown.

* * *

Richard Marsh has written a new novel "The Great Temptation," a copy of which has come to Bookseller and Stationer from the publisher, T. Fisher Unwin.

* * *

The Cambridge University Press of England have advised their Canadian agents, McClelland, Goodchild & Stewart, that there will be one cloth edition of the new Church of England prayer-book issued this year. The trade will appreciate that the publishers have been working under difficulties owing to the scarcity of material and labor, and it is for those reasons that no leather bindings of the prayer-book will be put out this year. The trade will be fully advised in good time in advance of the date of publication for the cloth-bound edition.

* * *

Robert E. Welsh, author of the just-published "A. B. C. of Motion Pictures," has compiled a number of statistics regarding this industry which answer the questions so often asked about the cost of production. A full evening's entertainment, he says, costs between ten and twenty-five thousand dollars. One-reel pictures, which require about fifteen minutes to show in a theatre, cost usually nearly one thousand dollars to produce.

* * *

Arthur Hodges, whose failure to provide a title for his new novel has many booksellers on a still hunt for a suitable name, is a son of Vermont, his father being the Hon. Alexander Phelps Hodges of Grand Isle on the Vermont side of Lake Champlain. A photograph has been made of the huge pile of names in order that the book trade may see the wide interest the competition has awakened.

* * *

"The Religion of Kindness," comes from Watts & Co., of London, being the work of W. M. Gallietan in which he maintains that enlightened sympathy is a stronger force than selfishness and seek to prove that scientific morality is allied with the deepest and truest emotional feeling. He outlines a scheme of moral education which shall tend to a more sympathetic understanding of human nature.

* * *

Announced for publication this month is Webster's Collegiate Dictionary, third edition, which, while designed to be a successor of the earlier collegiate dictionaries, is not a revision but is based upon and abridged from Webster's New International Dictionary. It will be the largest abridgement of that work which is to be published, containing over 1200 pages with seventeen hundred illustrations. It will record about 100,000 words and phrases. It will be brought out in six different bindings from the $3.00 cloth edition to a Red Levant binding at $6.00.

* * *

A new edition of the life of Abraham Lincoln by Brand Whitlock is to be published in the Autumn.

* * *

Included in a budget of new books from Oliphant's of Edinburgh and London, were the following: "Children of North America," by Katherine Hodge; "The Soldiers Companion," comprising messages of hope, comfort and love for soldiers at the front; "Bible Battles," by Hettie Bell, dealing with the battles of Joshua, Gideon and Paul; "The Soul Winner—and Soul Winning," by the Rev. Joseph W. Kemp, and a series of limp paper bound booklets of stories such as "When the Boys Come Home," "The Supreme Need," "Not Against Flesh and Blood," these being very neatly gotten up booklets, the covers being of hand-made paper.

* * *

Mrs. Kathleen Norris, whose husband, Charles Norris, is the author of "The Amateur," says that her acquaintance with the artist hero of that story is only a few days younger than her acquaintance with the author himself, for on the evening when they had their first "real talk," eight years ago in San Francisco, they talked about that book, then but an idea in its author's mind and its hero still an unnamed and a somewhat indefinite personality.

* * *

Rex Beach, whose new book, "The Crimson Gardenia," was published during his trip to Panama," has just returned north. Though many of his readers continue to associate Mr. Beach with Alaska, his later writings have been laid in Southern settings: "Heart of the Sunset," on the Mexican border; many of the tales in "The Crimson Gardenia" take place in the West Indies, and "The Ne'er-do-Well," in Panama itself.

* * *

"Don Strong of the Wolf Patrol" is a good new juvenile by William Heyliger, being a story of high school life, and of how the twelve Boy Scout laws work a change of heart in a selfish, thoughtless boy.

* * *

The Monster-Hunters" is a new achievement in juvenile literature. It is a story of thrilling adventure, and through its pages writhe or thunder those vast and uncanny monsters that inhabited this world long ago. Yet so carefully has this portrayal been done that there is no false scientific note, and no "nature faking." The name of its author, Dr. Francis Rolt-Wheeler, whose many government books hold high rank, is sufficient guarantee of this.

* * *

"Struggling Upward," by Sherwood Dowling, tells the story of a boy's success against adverse circumstances in his early life. It is a fine inspirational tale for boys.

* * *

"Beggars on Horseback" is a most readable new book by F. Tennyson Jesse, which has just been published.

CANADIANA

W. P. M. Kennedy whose new book "Studies in Tudor History," has been brought out by the Copp, Clark Company, is a lecturer in history at Toronto University. Reference to this book was made in the July issue but unfortunately, by an error which escaped the eye of the proof reader, the word "Index" instead of "Tudor" was printed. It will be recalled that this author wrote a previous book entitled "Parish Life Under Queen Elizabeth.".

Professor Kennedy belongs to the Modern School of Historians. He is not dazzled by the glamour of great names and he looks into the daily life of the people to trace the true history of a Sovereign's reign. His latest volume like much of his earlier work, is devoted to the Tudor period upon which he has always concentrated his keenest attention, and it presents an admirably broad and lively picture of the inner life of that decorative and tinselled age. The heart of the Tudors is in his pages, revealed in a series of vivid glimpses, refreshingly free from prejudice, and everywhere judicial, intimate and humane.

* * *

DR. VAN SCHAICK AGAIN

This month there is to appear a new novel, by George Van Schaick, the distinguished physician-author, whose own career if told would prove as exciting as any of his novels. Best known as the author of "Sweetapple Cove" and "The Son of the Otter," Dr. Van Schaick has named his new book "The Girl at Big Loon Post." It is said to be a deeply-moving story of the great north woods, of life and love at a Hudson's Bay trading post, of chicanery and intrigue, of bravery and devotion. The author knows his country, and few writers can compete with him as a story-teller in his chosen field.

* * *

Alexander W. Crawford, who is professor of history at the University of Manitoba, is the author of a new book, entitled "Hamlet an Ideal Prince," and other essays in Shakespearean interpretation.

* * *

It is interesting to observe that Sir Max Aitken, the official eye-witness with the Canadians at the front, and author of "Canada in Flanders," has expended, of his own money, $8,000 on this volume. The sale has been particularly good, and the profits, amounting to $2,500, have been given to Lady Drummond for the Maple Leaf Club. The work has also been translated into French at the personal expense of Sir Max.

* * *

Cyril Maude, the English actor, who scored so successfully with "Grumpy," is to appear in New York in new comedy by Stephen Leacock. The central character in this play, which has not as yet been named, is a French-Canadian barber. It will be the first time that Mr. Leacock has been actively connected with the stage.

* * *

Duncan Campbell Scott, the Canadian poet, has written a new volume of verse, which will be published in Toronto in the autumn. Its title will be "Lundy's Lane and Other Poems."

* * *

A new edition is to be brought out, of Marjory Pickthall's book of poems entitled "Drift of Pinions," and it will include some additional poems.

To those who desire to understand the romance and excitement of an artistic career, to those who appreciate vivid descriptions of Scottish life and character, and to those who like a story of strong human interest, "Hearts and Faces," by Murray Gibbon, (Gundy, Toronto), will make a powerful appeal. Much of the scene is laid in the artists' quarter of Paris, where student life in its many phases is realistically portrayed by one who knows his subject thoroughly.



Julia Henshaw, author of "Wild Flowers of the Canadian Rockies."

AFTER THE WAR

A symposium of official opinion edited by E. A. Victor, is the book entitled "Canada's Future,—what she offers after the war," which is a semi-official stock-taking of the Dominion at this time for introspection to bring before the British peoples, including the Canadians themselves, a concise account of the incalculable assets it is their great fortune to possess. Secondly, backed by official invitation, a vista is opened showing the almost unlimited opportunities for both men and women to start life afresh in the Dominion with everything in their favor.

* * *

BOOK LISTS RECEIVED

The interest of good books on the war and dealing with countries involved in the titanic struggle is keeping up, and in point of the number of books being sold, the aggregate is greater than early months of the war, when a shoal of war books, good, bad and indifferent, glutted the market. A list comes from Cassels & Co., setting forth briefly titles selected from their regular catalogue, these being classified under the headings of Russia, Germany, France, Austria, England, Australia, Canada and General, in addition to British Red Cross Society manuals.

* * *

McClelland, Goodchild & Stewart have been appointed sales agents for the Official Automobile Road Guide of Canada, the 1916 edition of which has recently appeared.

* * *

"With the Guns" is a war book of exceptional merit. It gives a clear and intelligent exposition of artillery functions, explains how and why different types of guns are used, and with its fund of valuable information combines a tale of the interest and excitement.

LITERATURE OF THE WAR

FEW writers have sprung into prominence so quickly as Boyd Cable, the author of that most remarkable book, "Between the Lines," now followed by his second war book, entitled "Action Front." This writer was not only unknown to the Canadian public, but efforts to get some particulars about him were unavailing, until finally Bookseller and Stationer, through his publishers, have succeeded in getting the following personal sketch, written by Mr. Cable himself, and also a photograph, which is reproduced here-



BOYD CABLE

"It happens that my own particular work at the front has brought me into personal contact with all the persons and the branches of the service of which I have written. I have lived with the infantry in the trenches and the artillery in their gun positions; have had excellent views at close range of all sorts of actions, big and little; have been mixed up in all classes of affairs inside and outside my own job. My book merely describes the sort of thing I have been living in for best part of a year, and I have tried to make my description as accurate as possible, although I have left out many of the horrors which would not bear telling in cold type. Although my characters are fictional, I have made them as well as I could typical of the men I have met and moved amongst out front.

"I am not a professional soldier, nor am I a professional writer, although previous to the present war I served for about 18 months in South Africa as a volunteer, and went through some of the roughest and toughest of campaigning there; and previous to my recent book, wrote some short stories and one novel on Australian "bush" or "out-back" life. Commenced short story writing in Australia four or five years ago and wrote the book on return to England about three years ago. Did little writing since until at the front.

"Am a Scot, although born in India literally 'into the service' since my father, a retired officer, was then serving there. Spent my youth in Scotland, and since then have been a wanderer, and have tried all sorts and conditions of jobs from stoking a tramp steamer to managing fairly large business concerns; 'swaggie' (or tramp) in Australian bush, engine-room 'greaser, ordinary seaman (in sail), salesman, partner in a business, cattleman and farm hand in New Zealand, to mention a few of many occupations. Have always preferred to do my travelling by cargo steamer or 'windjammer' (and have met some of the best men in the world in mercantile marine, for'ard and aft), on horseback or 'per boot.' During the 20 years of my life since South Africa have alternated in periods of collar-and-cuff civilization of the cities and the shirt-sleeved life of roughing it, and have enjoyed some of the best and the beastliest times a man could wish.

(Signed) "BOYD CABLE."

GERMAN CONSCIENCE SPEAKS

That conscience is sorely disturbing the peace of mind of right-thinking Germans is indicated by expressions of great souls which are beginning to come through to the world, in spite of the stifling influence of conditions in Germany which the world-war has brought about.

Truth must prevail in the end, but it takes a big, brave heart to run the gauntlet of public opinion and endure the stigma of the charge of treachery hurled by fellow-countrymen when a man speaks out his heart and mind in taking the witness stand against the powers that be in his own land, as Dr. Edward Stilgebauer, a noted German author, has done in "Love's Inferno." This German, a native of Frankfort, exiled himself from his native land in order that he might attack Prussian methods, and this book, originally published in the German language in Switzerland, has subsequently been translated into Dutch, French and English, while a Canadian edition has been brought out by McClelland, Goodchild & Stewart of Toronto.

Presented in the form of a novel, it makes one live through the actual war experiences of soldiers in the thick of the fighting at the front; of the sorrowing waiters at home; of campaigns of ruin, fire, pillage and murder prosecuted and endured, and of renunciation and sacrifice in the alleviation of the suffering of the victims of the war monster, all told from the German side, but presented so truthfully that its circulation has been forbidden in Germany. F. I. W.

* * *

A new war book by Patrick MacGill is "The Great Push; an episode of the great war."

* * *

During the last week of July were published in the United States "Shakespeare in War Times," by Frances Colmer; "Captain Gid," by E. L. Gould; "My Slav Friends," by Rothay Reynolds; "Germany in Defeat (second phase), by Count C. de Souza, and in the first week of August: "Man Proposes," by E. H. Robinson, and "The Civilization of Ancient Egyptians," by A. B. Gosse.

Owing to the increase in paper costs, volumes ready for addition to Everyman's Library cannot be published, but after the war, the publishers hope to extend this library to 1,000 volumes, as originally planned.

* * *

LIEBER'S GENTLEMAN

The great Dr. Francis Lieber, whose "Miscellaneous Writings" have just been reprinted, though born in Germany, looked with no favorable eye upon some German practices. His keen characterization of the gentleman contains what appears to-day a scathing criticism of Prussianism: "If every stratagem is allowed in war; if the diplomatist considers cunning and circumventing the essence of his trade; if the officers of the army say, 'The soldier has no honor except absolute obedience to the king'; if princes break their solemn oaths for "reasons of state"; if common truth and common honesty be thus driven from our doors, how can a gentlemanly conduct—and still more, how can that holiness which is the stamp of the Christian religion, marking it from all others—be honored without the deepest hypocrisy?"

News of the Month in the Stationery Trade

PRICES ARE STILL SOARING

ACCORDING to a big firm of manufacturing stationers in the United States, many buyers are asking if the advances made in manufactured goods, including stationery and printing, are justified, and whether they are likely to be continued. The answer can be found in the fact that prices on raw material and on material partially manufactured are still soaring, and there is no relief in sight. These are some of the increases actually paid.

Canvas and corduroy for holders, binders and blank books have advanced 5 cents to 8 cents a yard.

Board has gone up from $1 to $4.50 a ton.

Glue has increased 1 cent to 2½ cents a pound.

Paper has advanced from 3 cents to 10 cents a pound.

Dyes and dyestuffs have gone up from $3 to $20 a pound.

Inks have increased enormously in price.

Brass has advanced 20 cents to 30 cents a pound.

Steel has been increased 6 cents to 8 cents a pound.

Leathers have all advanced beyond comprehension; the U. S. Government has been asked to give relief to the leather trade through the raising of Russian embargoes.

Cowhide is higher by from 4 cents to 8 cents a foot.

Goat skin has gone up 8 cents to 10 cents a foot.

Fabrikoid and similar material 2 cents and 3 cents a yard.

And so on all along the line. The trade is compelled to carry these increased costs forward to their customers.

* * *

A FINE ISSUE

A thoroughly creditable issue is the special annual number of the "Paper Box and Bag Maker," published by S. C. Phillips & Co., of London, England. Especially interesting among the many fine articles are "Progressive Ideas for Twelve Months," dealing with both paper boxes and bags, and "The Paper Box Trade in War Time." The number of advertising pages is a convincing illustration of the extraordinarily healthy state of trade in Britain in view of the existence of the war.

Like the practice followed by many Canadian business concerns in dealing with employees enlisting with the Canadian overseas forces, the Joseph Dixon Crucible Co., of Jersey City, have arranged to keep on full pay those of its employees who had joined the U. S. National Guard being sworn in for Federal service in June. This will hold good as long as they are away on military duty.

Partially addressed envelopes for use in writing to soldiers have been successfully introduced and are finding ready sale in the trade.

* * *

The Copp, Clark Company have opened a permanent sample room in Room 45, Alexandra Building, St. James Street and Victoria Square, Montreal. G. Walter Begg continues as the firm's Montreal and Ottawa representative, and those of the trade who have called have been delighted with the appointments of the new sample room. The firm's intention is to keep constantly on view a full set of samples of all lines of stationery, stationers' sundries, games, flags, and other lines of their own manufacture. The opening of this sample room can be depended upon to prove of considerable benefit to the Copp, Clark Co., and a convenience to the members of the stationery trade in Montreal and vicinity.

Some Mistakes in Window Trimming

REPORTS on special forms, with blanks for information of a specific nature filled in by Canadian booksellers and stationers themselves are bringing in many pointers indicating the subjects that the retailers would like to see discussed and a large number designated articles on window trimming as among the most to be desired.

There has in recent years been a marked improvement in the character of the windows of book and stationery stores. There is no doubt that the smaller merchant is also beginning to realize that his window is very valuable. He makes far more frequent changes in it than formerly, but he also makes some mistakes.

Some Mistakes

One of these mistakes lies in the use of cheap materials for decorative purposes. Too often crepe paper and cheese-cloth play an important part in the setting and nullify the effect of good arrangement or cheapen high-grade goods. Sometimes a catch-penny mechanical device is used to attract attention, and is entirely out of harmony with the merchandise displayed.

Don't try circus stunts. You might draw a big crowd by standing on your head, but the first effect would be to earn for yourself the reputation of a mountebank. You might paint the outside of your place of business a vivid blue or pink. It would be distinguishing, but cheap in effect.

Cheap decorative materials usually cheapens the window. So do lurid signs. So does overcrowding. The background and the setting should harmonize with the goods displayed in quality and in color. Tacks, pins or clips which are used in arranging displays, should not be left exposed.

Glass shelves which show traces of dust or fingermarks detract from the general air of refinement you should strive to obtain. The same thing applies to the woodwork of your window as well as its glass front. Remove all evidences of smoochiness, and if paint is needed, don't fail to use it.

If you cannot afford a regular window trimmer, select the clerk who has given evidence of being best fitted for this work, and encourage him to train himself further for it. Take an interest in his efforts, and when he does something well, tell him so.

Your window is worth as much or more than your best salesman to you. Watch its work as you do his. Increase its efficiency from year to year. Its clothes should be rich, but not gaudy. Make it as attractive as possible to all who pass, for it represents you to the passing throng.

Summer Advertising

Toys a Good Line for Trade in Holiday Season—Good Suggestions to Help Summer Book Business

ON this page are reproduced a number of early summer advertisements of retailers who use newspaper space to good effect in promoting summer trade.

There are still some good vacation weeks and dealers throughout the country should push toy sales so as to avoid carrying over any stock. By working with that end in view they will find that sales will naturally be accelerated and at the same time this specialization will enhance the prestige of a store in its reputation as a good place to buy toys. This will work out well toward what should be the ultimate objective—good year-round toy trade.

The toy show at the Toronto Exhibition will naturally get a great deal of attention in the newspapers. This will help to develop interest in toys and will make it easier to sell these goods in September as well .

The advertisement of Chapman's Book Store is particularly good, because of its suggestion to buy books for week-end reading. This idea should be adopted by other booksellers. The McAinsh advertisement of Out-Door Books is another good example of timely advertising as is the Russell-Lang "Summer Camp" advertisement. This firm's other advertisement shows a good way to increase sales of humorous books by putting them up in bundles to be forwarded to soldiers at the front.

"Bookseller & Stationer" would like to receive from subscribers, copies of advertisements appearing in their newspapers, so that other good examples may be reproduced in subsequent issues.

GOOD ADVERTISING

A recent issue of The News of Maryfield, Sask., contained a three-column advertisement, the full depth of the paper, devoted to toys, fancy box stationery and writing pads, as sold in The Maryfield Toy Store.

"Strike Two! Ball Three!" is the significant catch line in large type of an effective baseball advertisement which W. E. Holland, stationer, of Maryfield, Sask., had in a recent issue of The Maryfield News. The same advertisement made an appeal for trade in tennis and football goods.

Summer Toys

For Seaside, Country--- Anywhere Out-of-Doors

Toy Yachts (two masts), ... 85c., 90c. each
Toy Yachts (one mast), 20c., 35c., 40c., 50c., 85c., $1.00 each.
Sand Pails (with shovels), ... 10c. and 15c. each
"Sandy Andy" Automatic Sand Toy, .. $2.25 each
Sand Cranes, ... 75c. each
Toy Sprinklers, ... 25c. each
Kites, ... 15c. each
Garden Sets, ... 50c. and 75c.
Separate Rakes, ... 25c. and 30c.
Separate Shovels, ... 25c. and 35c.
Separate Hoes, ... 25c.
Separate Weeding Forks, ... 25c.
Toy Brooms, ... 10c. and 15c.
"Mind Builder Toy (Letters and Figures, $2.50, $2.75 and $3.25.
Horses and Carts, ... 75c. upward
Pistol Belts and Holsters, ... 25c.
Cap Pistols, ... 10c. and 15c.
New Repeater Pistol, ... 85c.
Pop Guns, ... 15c., 25c., 35c. and 60c.
Go-Carts, ... 85c.
Doll Carriages, .. $2.00, $2.50, $3, $4.75 and $6.00
Kiddies' Golf Sets, Caddy Bag, Club and Golf Balls, $1.50.

A New Lot of Ouija Boards at $1.50 each.

Market Square **W. H. THORNE & CO., LTD.** King Street

Light Reading For The Week-End

LATEST NOVELS AND THE CHEAP EDITIONS OF MODERN FICTION BY BEST WRITERS.

CHAPMAN'S BOOKSTORE

TEL. UP. 927-5096. 190 PEEL STREET, Just Above St. Catherine St.

BOOKS for the BOYS (Somewhere in France)

Special bundles of popular, bright fiction, lots of good, clean humor—98c per bundle of 5 cloth books, pocket size, at

RUSSELL-LANG'S

10% of all sales today and Thursday, given to Children's Charities.

OUT-DOOR BOOKS

WILD BIRD GUESTS, And How to Entertain Them. $2.00. Postage, 10c.
BEAUTIFUL GARDENS — How to Make Them. $1.50. Postage. 10c.
THE ROSE BOOK. By H. H. Thomas. $1.50. Postage, 12c.
CANADIAN BIRD BOOK. By Reed. $3.00. Postage, 30c.
HOW TO GROW VEGETABLES. 50c. Postage. 8c.
Send for list of Farm and Garden Books.

McAINSH & CO., Limited

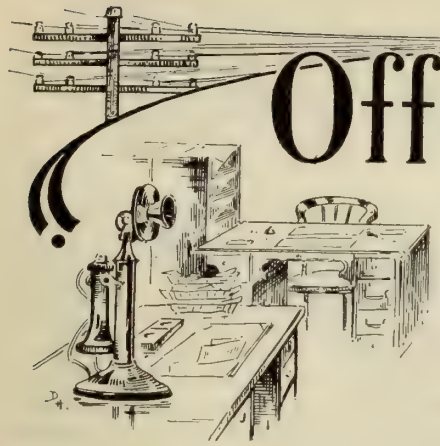
4 to 12 College St. b Toronto

10,000 Novels for SUMMER CAMPS

Cheap reprints of really good novels. Paper Editions, 15c; 7 for $1.00. Pocket Cloth Editions from 19c. See them today at

RUSSELL-LANG'S

The Intensely Busy Bookshop.



Office Equipment and Business Systems

ON SELLING TYPEWRITERS

IN reproducing the following paragraph having to do with the sale of typewriters, Bookseller and Stationer not unmindful of the fact that stationers who sell typewriters are in the minority, but those who are not selling them would do well to investigate as to what the few successful ones are doing. If they succeed, why not you?

First impressions are in most instances the best, and in demonstrating a typewriter, the right kind of a typewriter ribbon is going to help you make your first impression on your prospective customer. Therefore, says 'Demonstration,' using a machine for demonstrating purposes, it would be well to see that the ribbon on the machine is of the proper inking, and that the ribbon mechanism is working properly. While of course all factory machines are equipped with light inked ribbons and, for some reason or other, a change may have been made to some other inking for a certain prospective customer, who possibly might have wanted a heavy inked ribbon, or a very light one, and sometimes in a hurry to get your machine on demonstration, the kind of ribbon that is on it might escape your notice. While a typewriter ribbon is listed as an accessory, yet it is the medium that is going to give you that first good impression on your customer, and no machine should be sent out for trial without the ribbon being looked over carefully. We believe if you will watch this particular matter in the special way we have outlined, you will be surprised at the number of additional sales you will be able to make on account of the first impression being a favorable one."

SELLING OFFICE FURNITURE

IN considering the question of selling office furniture in stationery stores, it is hardly to be expected that the customer will enthuse over a picture in a catalogue, especially when the merchant can give no other information than is given in the description accompanying it, and this is frequently very meagre, says A. E. Edgar, in the "American Stationer." The average customer has no idea of size. Tell him a desk is 48 inches and he does not know whether this is a big desk or a small one.

Many stationers who would like to do business in office furniture have not the proper space to devote to a display. These stationers should not consider the proposition, for it requires considerable room. One stationer, however, who had not much floor space to spare, fitted up his own office with samples. When a customer wished immediate delivery, he sold from his own office equipment. When there was no haste in the matter he used the equipment as samples. This stationer reports that he sells quite a lot of furniture and that his sales of supplies are rapidly increasing.

Customers who have not a clear idea of what they want, can often be sold suitable furniture because it is in stock, or because a sample is there to be shown, where very unsatisfactory sales result from catalogue purchases.

Novel Sales Idea for Office Equipment

A stationer once told the writer, "Where there's a will there's a way. I thought I could not get any of the furniture business until I made up my mind that I would. My store is very small, but using a desk as a display stand, and putting some of my books in the bookcases, and using filing cases in my office, I found that I could crowd in quite a lot of equipment. Of course I was handicapped a great deal, but my competitors did not stock anything and I gradually acquired the trade of the town. My sales from supplies are very profitable."

This merchant's success under these difficulties shows that it is not impossible for the small dealer to sell furniture and supplies.

After putting a small stock of these wares in the store, the merchant should start out to make himself familiar with the more commonly used systems of filing papers and of handling office papers and books. The more he knows about how a modern office should be equipped the easier it will be for him to suggest equipment and to sell it.

A WINNIPEG FIRM'S IDEA

From the C. Blanchard Stationery Company, of Winnipeg, comes a special illustrated circular setting forth the merits of the Sengbusch inkwell, together with a multigraphed letter, in which it is asserted that they have already succeeded in selling five hundred of these wells. A significant feature of this letter is the offer to fill an order "on trial," for two months. Apparently this method accounts for the success of this concern in placing so many of the wells, and the scheme is given publicity here for its suggestive value to other stationers, and if the plan works well with a particular brand of inkwell, it should be similarly efficacious in promoting the sales of other good office specialties.

* * *

The Sengbusch Self-Closing Inkstand Co., of Milwaukee, Wis., have taken over the manufacture and distribution of the Ideal Moistener, which makes possible the "licking" of stamps, labels, seals, etc., in a perfectly sanitary and efficient manner, the Ideal Moistener Co., of Findlay, Ohio, being absorbed by the Sengbusch concern, whose plant at Milwaukee has just recently been considerably extended.

Retail Merchant is the "King of Distribution"

The Trade Paper is the Ideal Medium in Which to Emphasize and Describe the Merits of Merchandise—Retailer Should be Kept Posted.

THERE are many who take such a superficial view of the trade-mark that they imagine it is simply a method of identification which will enable the consumer to force the unwilling dealer to handle a meritorious product.

The real purpose of a trade-mark is to establish a standard of value that will cause the manufacturer to live up to certain ideals in his production, since he knows that everyone will be able to recognize the product as his make. This brings forth pride of industry.

The Value of the Trade-Mark

A trade-mark enables the dealer to distinguish one line of merchandise from the other so that he can judge as to the satisfaction of the consumer, and reorder on such merchandise as gives satisfaction.

A trade-mark enables the consumer to identify a product and be able to get such merchandise again.

The retailer is the "king of distribution," and whenever this fact is ignored, the expenditure for advertising becomes almost prohibitive, and is responsible, more than any other cause, for the failures in the advertising field. Those who are acquainted with the retailer and know how to approach him realize that, in bringing forward a branded product, it is necessary, first, to present it to the retailer on the merits of the merchandise regardless of brand.

If the merchandise has not sufficient merit to meet competition without the aid of the brand and the advertising, it is on an insecure basis and will probably have only a short-lived success, though the advertising be ever so clever. After the merchandise has been presented on its merits, it is in order to present further to the dealer the brand, the packaging, the consumer advertising, and any other co-operative work as a plus.

Retailer Should Be Informed of New Goods

The man inexperienced in trade paper advertising starts first to tell about his consumer campaign or about some other co-operative work, forgetting that the retailer wishes first to know the merits of the merchandise, and then if these are satisfactory he is willing to listen to the plus argument. The fact that trade paper advertising is able to sell quantities of unbranded merchandise is a proof that its main function is to sell merchandise on its merits.

In a campaign on trade-marked merchandise, the function of the trade paper advertising is to help the salesmen sell the merchandise; to secure the retailer's co-operation in giving prominence to the merchandise, whether in windows, newspaper space, or interior display; to educate the retailer's clerks on the talking points of the merchandise so they may present them intelligently; to keep before the merchant the advantages of the line to such an extent that he stays sold in the face of the constantly exerted influence of competitive merchandise.

Readers of Trade Papers Make Splendid Audience

Subscribers to trade papers are the most intelligent audience which advertising reaches. This is due to the fact that they are practically all using advertising in their own business; hence they are more difficult to impress through the ordinary kinds of advertising. All the little tricks of the trade fall short, and misrepresentation and exaggeration are especially harmful.

To get the maximum efficiency in reaching this audience of experts, it is necessary to tell a truthful and brief story of the goods themselves to tell this story in a helpful, attractive manner. This is made necessary by the fact the merchant's time is limited, and the preferred illustration is one that shows the merchandise itself in the most natural form, so that it may save his time in reading descriptions. It should tell the plus story of the merchandise—tell what the retailer gets in addition to the merchandise if he stocks his trade-marked line.

Economy and efficiency are important subjects, but with the more severe competition which will come after this great war, it will be necessary for every manufacturer to figure where he is getting the greatest possible result for the money expended. If he does not do this, he is handicapped in his competition with the manufacturer who adopts more efficient and economical methods, and there is no method of advertising trade-marked merchandise which is at once so economical and so efficient as in trade papers. The same results may be accomplished through other methods, but at greater expense.

Trade Paper Advertisers Often Most Helpful.

The trade paper does not claim to be all-sufficient in all cases. I could give you instances of trade-marked lines which have been put on the market and sustained on the market for years through trade paper advertising alone. This was done at one-third the amount which the firms are presumed to have spent.

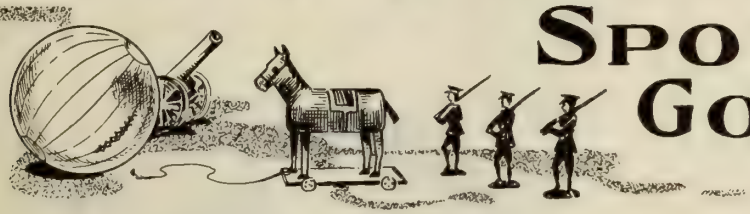
There are other cases where the trade advertising has been one-half of the campaign and consumer advertising the other half, where the results have been much better than trade papers alone or consumer advertising alone could have accomplished. There are still other cases where the trade paper work is one-third or one-fourth of the campaign. This is in large expenditures. It is difficult to conceive a case where the trade paper work deserves but a small fraction of a campaign unless it is in a line where there are no efficient trade papers.

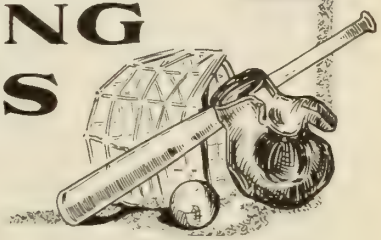
A successful trade paper campaign must have a meritorious product; a good merchandising plan; a well-conceived advertising plan; the proper co-operative material; an experienced agency or service department, and last—but very important—good trade paper.

Editor's Note.—While all classes of retail merchants have many interests in common, it goes without saying that a specialized trade paper for each distinct class of merchants is preferable to one general retail trade paper, but in the following article by A. C. Pearson, of the "Dry Goods Economist," the writer treats an important subject in such a manner as to make it applicable to every branch of the retail trade.

One merchant, in order to promote business in tennis supplies, rented a vacant lot and fitted it up as a tennis court and supplied rackets and tennis balls to four players without charge on the understanding that they would play tennis there at certain hours which were stipulated in the agreement. The Club idea was thus formulated and the interest thus developed bore fruit in the formation of other clubs. Thus, many young people played tennis who would not otherwise have done so. The merchant in question gained a reputation as a specialist in the sale of tennis supplies and naturally he got most of the additional business which was created.

Toys and Games
Sporting Goods





WHETHER it is an outcome of the movement on the part of the Minister of Trade and Commerce to give impetus to the Toy Industry in Canada, through the holding of Toy Fairs, and the promise of Government protection to prevent the toy business from passing again into the hands of Germany, —whether the movement started by the representatives of different Women's Clubs to assist the Made-in-Canada principle in regard to toys, and to urge that as many Canadian women as could be reached through associations, clubs, institutes and individually, should be induced to do the same—whether the heads of toy houses themselves feel patriotically inclined to promote domestic industries, or whether it is the larger and more efficient production in this country—or whether all four causes combine to the one end, it is impossible to determine, but the fact remains that Made-in-Canada toys hold a far higher place than ever they held before.



NEW LINES FROM JAPAN.

Herewith is a group of new products of Japanese ingenuity. On top is a new idea in massage brushes; next is a vibrator, arranged in end for drying the hair. The second row has new wooden toys, with a pop gun on the left, replacing German goods, as do also the porcelain figures on the bottom row. The baskets are a new venture, one with embroidered top, the lowest an Easter novelty. The Japs are now using grass for weaving like the North American Indians.

Improving Canadian Dolls

Canadian-made dolls come in for special comment. The cement composition of which they are made is practically unbreakable. A fully jointed doll with sleeping eye and natural wig is a creditable toy indeed. Glass eyes are not put in these sleeping-eye dolls, a celluloid eye being used, but glass eyes, which give more expression, and make a prettier doll, are being used in the fully jointed dolls with wig, but stationary eyes. In the cheaper dolls with stuffed bodies, the wigs and eyes are painted.

A fully jointed 16-inch doll with painted eyes, is made to retail at $1.50, while with closing eyes it retails at $2.25 to $2.50. Other dressed lines are made to retail at $1.50. A line, formerly imported, but now made here, is proving very popular in Dutch and Indian costumes.

Canadian manufacturers have also made a success of "Baby" dolls, the expression on these dolls being very lifelike.

Marking the Postal Charges

A constructed toy of wood in which the rods, wheels and spools are notched so that models dovetail together in construction is proving a good seller. One thousand models are possible of construction with this toy. This is put up in round tin cartons, on the pasted paper wrapper of which the Canadian postal rates are given, as well as a place reserved for the name and address, the name of the party sending, and postage space, so that it is an easy toy to send—a decided consideration during the rush of Christmas gift-giving. This is made to retail at 50 cents, but other sets of fewer pieces are obtainable and retail for 25 and even 15 cents. Alphabet blocks in neat boxes are also obtainable in Made-in-Canada toys.

Self-Propelling Swing

Toy furniture, kindergarten sets, tin head drums, a self-propelling swing made to retail at $1, which attains impetus through wooden handles attached to ropes which fasten to the ceiling, two or three feet in front of the swing rope proper, iron banks, little flat irons, and celluloid rattles and rings which are made and sold in Canada at a better price than if imported, are other toys of domestic manufacture.

Tea Sets From Japan Cost Less

Japan sends china tea sets which are selling well and are not only more attractive, but cheaper than those formerly supplied by Germany, although there is not so large a range, pencil boxes, little silk parasols that retail at 50 cents, toy ships, wooden animals and guns and cannon with which Japanese beans or corks are supplied for shooting purposes. A furniture block from Japan is also interesting. A block of wood separates to form eight pieces of toy furniture chairs, tables, settees, etc.

TOY SHOW AT TORONTO FAIR

SECRETARY BEEBE is industriously engaged in promotion work these days in connection with the big toy show, to which the whole of the north wing of the Governrment Building will be devoted during the Canadian Industrial Exhibition in Toronto in the last few days of August and early in September.

Various Canadian manufacturers of toys are responding readily in agreeing to have exhibits, and in addition to this the C. P. R. will have an extensive exhibit of toys made in different foreign countries which could be made in Canada. The C. P. R. recently made an appropriation of a million dollars towards the promotion of the Canadian manufacture of goods which are now imported into Canada from the United States and abroad.

The executive committee of the Canadian National Exhibition were so favorably impressed with the Toy Fair which was held in the Royal Bank Building, Toronto, last spring, that they asked for a repetition of it for the Canadian Industrial Exhibition. Their proposal had the approval of the Canadian Toy Association, which was formed at the time of the Toy Fair.

The Department of Trade and Commerce is co-operating with the Canadian Toy Association in making a success of the Fair.

Space for toy exhibitors will be given free, and the Department of Trade and Commerce will pay the cost of constructing the stands necessary for the exhibition of the toys, and also for the general decorations. The exhibitors will be expected to pay the cost of the decorating of their own stands, and the transportation of their goods to and from the Exhibition. The Department of Trade and Commerce will furnish a general supervisor, who will give the exhibitors assistance so far as possible, but each exhibitor will be responsible for the care of his own toys during the Exhibition.

Leather Handbag Styles

Price of Leather Bags Kept Down by Fewer Fittings —Periscopes for Soldiers—Envelope Purses

IT will no doubt come as a pleasant surprise to those of the trade who have been fearing that the advance in the price of leather would have proportionately advanced the price of the leather hand bag, to learn that manufacturers are not only putting out bags of the same excellence in essential details as last year, but at approximately—if not actually—the same prices, in spite of an advance of 30 to 50 per cent. in leather.

Canadian manufacturers, too, have been ambitious to turn out a first-class bag, and are to be congratulated on the success of their efforts.

In most cases, even in the higher-priced bags, the fittings are now restricted to a change purse and mirror; but this, while helping to keep down the price of the bag, is really an improvement, as when bags were equipped with a number of fittings a certain percentage of purchasers were apt to find some of these fittings superfluous and discard them, or take them from the bag and use them separately.

Change purses, too, are frequently fashioned of the same silk as is used in lining the bags, thus further tending to keep down the price of the bags through the substitution of so much silk for leather. The bag, however, loses nothing in attractiveness or usefulness through the substitution.

The preference for covered or metal frames will be left this year largely to the taste of individual customers, as manufacturers are turning out about equal numbers of bags in these two styles of frames.

Oxidized frames are well liked in the uncovered style.

Pin seal, morocco, velvet finish calf and all fine grains of leather are being used. The crepe seal bag is also a good seller, and is well suited for carrying with heavy fall coats and suits.

Black, navy, brown and grey are the leading shades.



ONE-PIECE BAG FOR FALL.

One-piece bag of fine calf in grey beaver finish. Frame is covered and bag is fitted with leather change purse and beveled mirror backed with the same dainty Dresden silk with which the purse is lined.

The One-Piece Bag

The one-piece bag, cut, as its name implies, from one piece of leather, which is softly pleated to the bag frame, as well as all softly folded effects, are prevailing and well-liked styles. The "overskirt" bag is also being shown and has its admirers.

Flat envelope purses continue to be extremely popular, and are likely to sell well throughout the fall and winter as they are of a size and shape to be conveniently carried in a muff. For the same reason the collapsible handle commends itself. The strap at the back of the purse through which the hand passes is well liked, and appears on a large number of these purses, which are shown in both 6 and 9-inch lengths, the 6-inch length being the popular seller.

The bean shape purse is a variation of the envelope style.

ST. JOHN TOY SHOW

An exhibition of Canadian-made toys was held in St. John, N.B., in June, under the auspices of the Women's Canadian Club whose object was to impress upon everyone that New Brunswick can, and will, make its debut into the toy business. The work is largely confined, as yet, to the wooden variety such as can be made in any home.

Holiday Fancy Lines

Colors in Ivory Sets—Rich Hair Ornaments to the Fore—Smoking Sets, Work Baskets, etc.

THIS year handsome ivory sets are on the market showing a pattern inlaid in colors. One set carried a dainty forget-me-not design, the blue forget-me-nots and delicate green tracery showing up prettily on the white. These goods can also be sold piece by piece, as it is an open stock pattern. Monograms engraved in colors are also appearing on ivory goods.

Photo frames of ivory and platinoid—which has a bright silver finish and is untarnishable—are said to be selling well at present.

The Marquise design, showing a fancy indented outline, is a popular design in ivory goods.

Celluloid baby sets and separate articles are good selling lines. The sets range in price according to the number of articles comprising them. Some sets are shown with comb, brush, powder box and puff, and these retail at $1.75, but other sets, with rattle, brush, comb, powder puff and box, soap box, etc., are, of course, higher priced.

From Japan come sea cucumber mats to put in the bottom of baby's bath.

Ebony Goods

Both French ivory and celluloid goods show increases ranging from 20 to nearly 50 per cent. over last season.

Ebony goods, although not as much to the fore at present as ivory, always sell well. This year Royal Bengal and turtle ebony pieces are shown. The Royal Bengal ebony is the natural ebony rubbed and waxed, showing the brown grain of the wood; the turtle ebony is rubbed in the same way, but is varnished instead of waxed, thus presenting a glossy surface, and bringing out the grain of the wood more clearly.



COLORS ON FRENCH IVORY.

French ivory set with dainty forget-me-not design inlaid in colors. For the holiday trade. Separate pieces, as well as sets, can be secured in this design.

Other articles for the toilet section are Java rice—one of the most widely used face powders on the market—boxed to sell at 50 cents, and powder leaves, which come in different complexion shades.

For the jewelry department, silver mesh, gate-top bags are being shown with round cloisonne enamel lids in pretty butterfly, basket, peacock and other designs, a silver tassel finishing the bottom of the bag. Round and oval lids set with mock jewels are also shown.

Earrings are being shown with small pear-shaped jewels pendant from a fine gold chain.

Handsome Hair Ornaments on the Market

Very striking hair ornaments are on the market set with mock jewels and rhinestones. The newest of these is called the "Goyescas" comb in honor of the Spanish author Goya, the brilliance of whose conceptions suggested the name for the brilliance and beauty of these combs.

Writing desk sets of gay chintz are being shown, the blotter corners, letter box, inkstand and pen tray being decorated with chintz. The pen tray is of glass or mica, with the chintz pasted to the bottom and showing through.

Brass Writing Desk sets are flaunting this year bright-colored quill pen holders. The effect of these red or green quill pens against the blotter pad being quite unique and pleasing.

Very rich and suggestive of luxurious boudoirs are work baskets and boxes of rose-colored silk, trimmed with fine ecru and gilt laces.

Innovation in Smoking Sets

Smoking sets in brass and in a finish of dull green are shown this year with all the separate pieces attached to the tray—an innovation that will no doubt be as heartily commended in the home as in the warerooms, as new pieces will not become bent and damaged as they did when the pieces were loose.

50 Per Cent. on Cost is Only 33 1-3 Per Cent. on Sales

The majority of successful business firms, quite properly, figure their profits on the selling price, because expenses, taxes, sales totals, shrinkages, incidentals, etc., are figured on the gross sales or turnover. The selling price includes expenses, cost of goods and profit. The chief point to bear in mind is that 50 per cent. on cost is only 33 1-3 per cent. on sales; 25 per cent. on cost is only 20 per cent. on sales; 100 per cent. on cost is only 50 per cent. on sales. The merchant who thinks he is making 50 per cent. and is only making 33 1-3 per cent. stands a splendid chance of being ruined by the miscalculation.



WALLPAPER travelers are now on the road showing the new lines for next season. When selections are being made the dealers would do well to avoid buying too many patterns and to make up required quantity of stock by ordering more than minimum quantities of those papers that appeal most strongly to them in respect of their salability.

Take the case of a dealer in a small way who is in the habit of buying fifty rolls each of about a dozen different papers to sell at 10c a roll. He would be far better off to double his quantities and do with half as many patterns for the reason that there will naturally be far fewer remnant lots to sell out at sacrifice prices. As to the objection to restricting the number of ten cent papers to half a dozen new patterns, together with the probability of there being some papers of like price carried over from the previous season, there would still be an adequate variety for the average customer to select from and it will be appreciated that this system pursued all along the line will mean a considerable conservation in preventing the inevitable loss of profits with the descent of last small lots into the remnant class.

"Fewer and better wallpapers," should be the watchword for this year's buying.

There is too much of the hit or miss method on the part of booksellers and stationers who have wallpaper departments in their stores.

There is keen competition for this trade in most towns and it should be assumed by every buyer that each competitor is using all his wits to put himself in the position of offering the prospective purchaser the most attractive choice of papers. But it is only the buyer who does not look ahead to the end of the season for which he is buying who yields to the temptation to buy twice as many designs as he really should place in stock and it should be remembered also that three or four really attractive papers put before a prospective purchaser will be more likely to bring her to the purchasing point than confusing her with an array of a dozen different papers of the same class.

Another element that may well be referred to here is that of salesmanship. A five dollar a week boy can turn over samples and hang up rolls letting a woman see the whole line and she may and probably will continue her "looking" in another store. But a real salesman, questioning her before showing any papers, will get an intelligent idea as to her requirements and then by throwing in some enthusiasm into what he has to say about the two or three designs he proceeds to show, will in most cases make a sale.

On this whole question of offering really attractive papers and doing it in the proper manner, rests the success or failure of any wallpaper business.

Therefore the ambition of every dealer should be to have his stock an absolutely clean one. Only papers that fully satisfy the merchant himself in every particular should be put into stock. "If in doubt cut it out!" Thus a stock will add prestige to a store. Given a favorable reputation, the psychological influence on the mind of the prospective buyer coming into the store will be such as to greatly enhance the chances of a sale being made and the merchant should keep it in mind that the same thing holds good in the case of each individual. It is a business necessity therefore to heed such advice as has been offered in the foregoing.

Framed Pictures

PICTURES, as considered in the department along with wallpaper, may be classed as being distinct from those identified with the department of art productions of various kinds which constitute merchandise practically forming part of the retail stationery business proper.

Large framed pictures would be put out of business altogether if some interior decorators had their way and this object has been accomplished by some of them in new houses put up by wealthy people who have been so lacking in real artisitic appreciation and imagination as to allow these decorators to influence them to the extent of eliminating pictures from their walls altogether.

Think of the horror of the home without pictures! Remember the beneficial influence of good pictures on all members of the home. They are a never-ending source of delight to parents and children.

The wise retailer who sells wallpaper and framed pictures, will make it a point to combat this evil influence and endeavor to have the most conscientious regard for their customers, in selling them really meritorious pictures, properly framed.

It is the monstrosities in pictures—subjects which themselves lack art and which are rendered all the more hideous by reason of their monstrous frames, that have tended to foster prejudice against large framed pictures of the medium priced variety. These pictures have their legitimate place in the trade and in the homes of the great middle classes and should continue to form a large basis of profitable trading for retail merchants.

Cut-out borders will be stronger than ever this year.

* * *

Certain manufacturers in the United States are emphasizing the selling advantages of thirty-inch papers.

Helping the Retailers to Sell More Goods

Jobbers Discover That the Best Way to Increase Their Business is to Help the Retailers to Increase Their Sales—"Printers' Ink" Tells How a Bureau, Organized for This Work, Obtained Good Results.

"I WANT to hold a clearance sale of seasonable goods that will bring the people in, and have no bad after-effects."

"I want a display ad. for our telephone book that will call attention to my stores in —— and —— and bring business to both of them."

"Our business is going down hill, and we don't seem to be able to stop it. What shall we do?"

"We are going to run a half-page ad. in the local paper. Will you fix one up, mentioning," etc.

"Our nine-cent sale fell down last week because of the rain. Shall be try it again, or some new stunt?"

"What kind of a bookkeeping system would you suggest for my business?"

"We have no newspaper to advertise in, and want to get out form letters every week to educate the farmers to come to our store and get better prices."

Big Field for Good Work

"We have changed from long-time credit to cash basis, and want your help to stick to it."

"I have $10,000 capital. How should I apportion my stock?"

The foregoing are a few of the earliest questions put to the Transportation Bureau of a Western city being an organization composed of jobbers and manufacturers.

Questions are pouring in from retailers as the result of the thoroughly organized Free Service Bureau for Retailers, with an expert merchandiser at its head, whose axiom for jobbers is: "Help the retailers to sell more goods and you will sell more to them."

The advertising men pitched in to help the bureau's manager. Thirty-five thousand announcements of the free service were sent out, and within two weeks 2,500 requests for help were received. Most of these inquiries asked for no specific assistance, and hence were answered by sending out a small folder, which gave a variety of general "helps," such as specimen advertisements, half-tones of window displays, examples of show cards, suggestions on merchandising, little stories of what other small town merchants had done, and a great deal of ginger talk. After a couple of issues the cost of this bulletin proved to be too great, and it is now issued as a supplement to a monthly trade journal, and is mailed to 5,000 merchants, who have asked the bureau for this free service. This bulletin is filled with live stuff, and has contributed wonderfully to the betterment of retail conditions.

However, the most important work that the bureau is doing is extending help to individual retailers, who have put up specific problems to the organization for solution. These requests are handled by the Advisory Board, which is composed of men who have had experience in every branch of merchandising. The man who knows the most about the particular problem in hand gives the inquiry his personal attention.

Board to Consider Retailers' Problems

The more difficult questions that come to the bureau for solution are considered by the entire board in its weekly meetings. So many requests for sales bills are received that standard forms have been adopted. A complete layout is prepared in each case, so that the small-town printer will know exactly what to do. Questions as to store arrangements are frequent. Sketches are always made in cases of this kind. When a merchant wants to know something about accounting, sample sheets of books, with entries made, are sent

All sorts of problems are put up to the bureau for solution, and it keeps the members of the board busy in trying to give the best possible answer to the troubled merchant. The requests for help cover such a wide range that it is easy to see that the retailer has more vexatious questions to deal with than is generally supposed.

During the buying seasons in fall and spring every visitor is urged to call at the Free Service Bureau. Many of them do and bring their problems with them. These occasions offer a fine chance for the board to extend much practical assistance to those who need it.

Spreading "Better Retailing" Ideas

Once in a while, when a crowd gathers for some event in the country, a few of the advertising men go out to the place and do what they can to spread the gospel of better retailing and the necessity for concerted action in community building.

The houses that are supporting the bureau are very enthusiastic about the results achieved thus far. When the two months of tryout had expired, they gladly renewed their subscriptions for another ten months. The best test of the efficiency of the board is that merchants are buying more goods. The jobbing business is the best it has been for ten years. Plans are under way for the extension of the service. A correspondence course for clerks is contemplated, and many other ideas are being considered.

FOUNTAIN PENS AND SCHOOL TRADE

Stationers should keep well in mind the possibilities for greatly increased sales of fountain pens approved by the re-opening of the schools in September.

One large firm of fountain pen makers have launched a special school sales campaign. The management of the company has discovered, from experience, that the possibilities for the sale of fountain pens among students are exceedingly great and that this particular field is just developing. More and more, each year it is being recognized that the fountain pen is an essential in the student's equipment, with the result that considerable profit has been gained by those who have been exploiting the possibilities.

MAGAZINE NOTES

The Cosmopolitan is the latest of the standard magazines to change to the big size.

James Oppenheim is the editor of a new magazine called "The Seven Arts," to be devoted to short stories, plays, essays, etc.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 18—"BRADLEY" LETTERING

EVERY cardwriter, no matter how accomplished he may be, can always afford to add more styles of lettering to his list—Therefore it behooves all who are interested in the art of lettering to keep their eyes open for something new in letter formation.

There are dozens of new types of letters appearing in the advertising sections of journals and magazines which are the work of high-priced artists, from which you can glean many new ideas to work up what appears to be an entirely new form of lettering.

The way to go about it is this: as you run across these letters, sketch them in pencil and the balance of the alphabet can be worked up to correspond with them. You will notice some predominating feature which should be followed throughout the alphabet. For instance, while the "Bradley" is far from being new you will find many new formations that will add new life to the old type. The outstanding feature of this form of lettering is the small angular strokes at the beginning and ending of strokes also the square-cornered junctions in the curved letters.

"Bradley" Alphabets

The lettering we are teaching this month is what might be called by some a fancy letter on account of it's out-of-the-ordinary formation. This may be true but nevertheless when the letters are put together to form words they make a very readable card as you will see in the finished work. This style is most suitable for the better class of display cards but it can be used for sale purposes with good effect.

A first glance at the chart gives one the impression of it being a most difficult letter to read. This is not the case: in face it is one of the most readable forms of lettering that a cardwriter will run across. The rules for arranging these letters are simple and easily understood. Never use all upper case letters in one word. If a capital is desired have it at the beginning of the word only. The remainder of the letter to be lower case.

The "Bradley" alphabet is not by any means a new one. It has been in use a great many years but has not been used extensively: thus it is uncommon. The principle of its formation is quite simple. First of all you must possess brushes that are in excellent working condition, brushes with red sable hair all the same length. The hair must not split and come to a perfect chisel point when filled with color.

The "Bradley" type is an entirely brush stroke alphabet. That is, each stroke is completed with one sweep of the brush. No finishing strokes are required if the brush is in good condition.

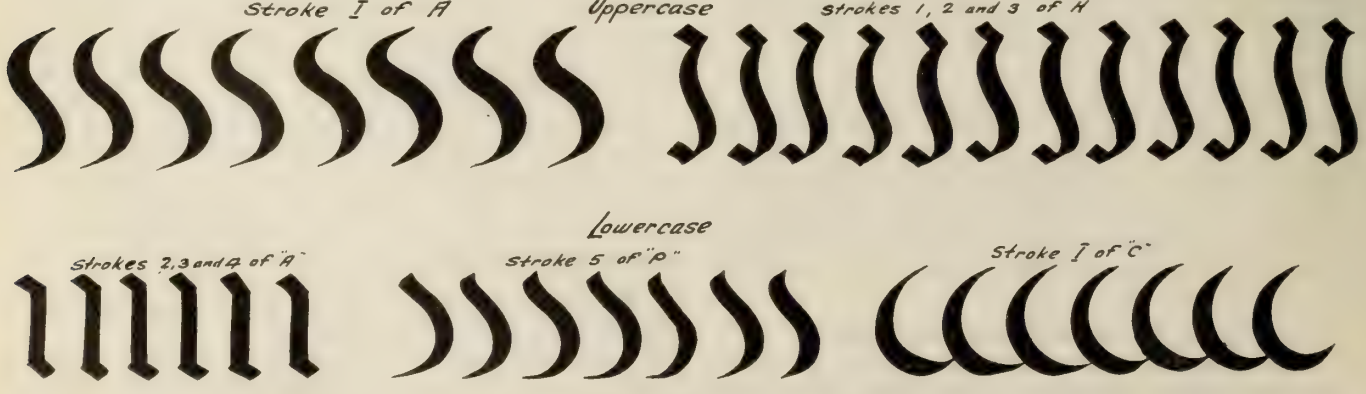
Directions for Painting

As explained in previous lessons, work the color into the brush by drawing it back and forth on a piece of scrap cardboard until the color flows evenly from it and the point of the brush is the right width. A No. 8 red sable writer is a good size brush to use for a letter two inches high. If a small letter is required use a smaller brush. Don't try to make a big brush do small lettering. Hold the brush quite rigid between the thumb and forefinger. It must not roll as is necessary for the brush stroke block lettering shown in this paper some months ago.

THE CHART

The first "A" shows a very gracefully formed letter. The main thing in this letter is to have it balanced up properly. Practice that stroke No. 1 many times. Stroke 4 of this letter is one of the most prevalent and needs much practice.

The second "A" is of entirely different formation. Stroke No. 1 is made with one sweep of the brush. This stroke has appeared many times in previous alphabets. Stroke 3 is the same as stroke 4 of the first "A."



··· Practice Exercises ···

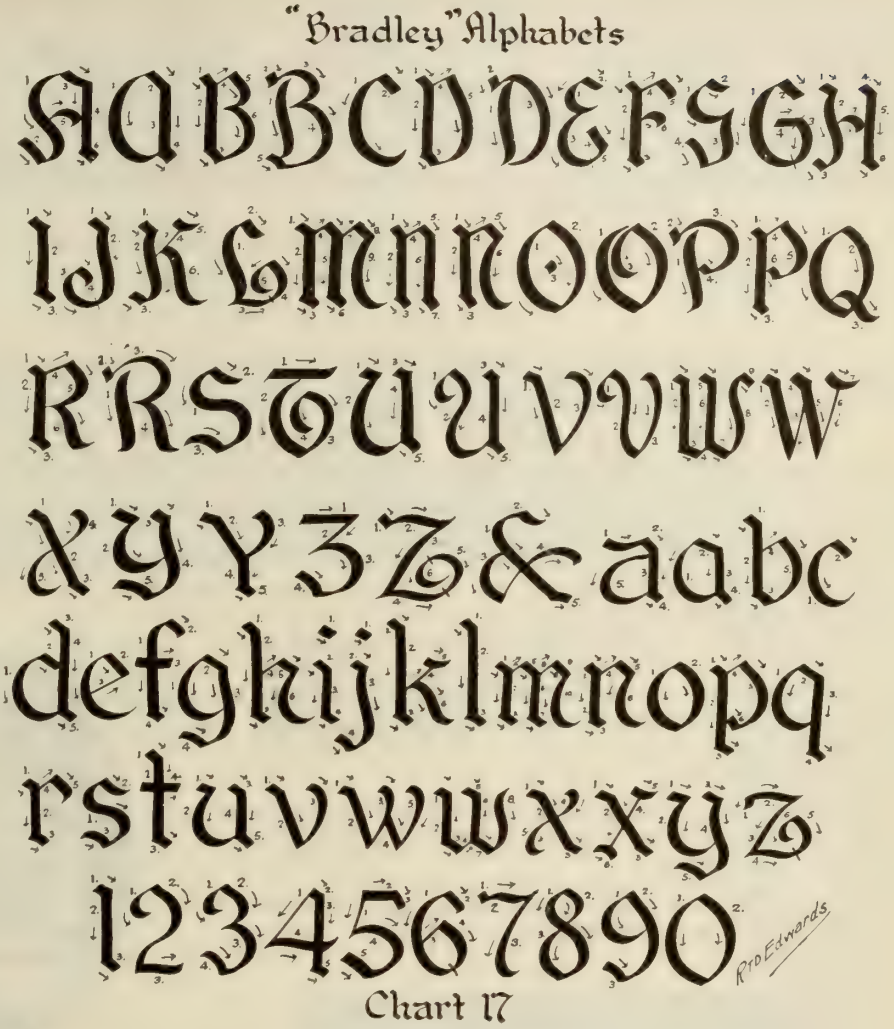


Chart 17

In stroke No. 1 of the first "B" we have the same stroke that appeared in the other two letters. Practice well strokes 5 and 6.

Stroke 1 of the second "B" appears often in the alphabet and should be practised carefully. Combination strokes 2 and 3, and 4 and 5 of this letter need a lot of practice.

"C" is a simple letter to form. Stroke 1 is the same as stroke 1 of the second "A."

Stroke 5 of the first "D" is a peculiarly curved stroke and needs a lot of attention.

Stroke 3 of the second "D" should be paid particular attention to on account of its long sweeping character.

"E" is only one style of many used in "Bradley" lettering. Take particular care of strokes 1 and 3.

Strokes 1, 2 and 3 of "F" appear often during the chart. These three can be made without lifting the brush off the card.

Two entirely different are shown of the letter "G." Pay special attention to stroke 3 of the first "G." The second "G" is the easiest read and the most used.

The "H" makes a nice capital letter. It shows a good combination of strokes in 1, 2 and 3. The "I" form is comprised in many other letters. Strokes 1 and 2 of "J" are the same as 1 and 2 of H. Much practice is required to make these strokes graceful. The "K" shows another nicely formed letter. Stroke 6 is a new one so far and should be paid special attention to.

The combination stroke 3, 4 and 5 of "L" should be practised often. This letter needs a lot of attention to get it properly balanced. The "M" and "Ns" are of a similar formation. Their lines appear in other letters. Strokes 1 and 2 of the first "O" are the reverse of one another. Practise this letter well. The second "O" has the third stroke added to give variety.

The "Q" is the same as the first "O" with the tail added.

You will notice a similarity of the two "R's" to the two Ps.

Stroke one of "S" has been shown in brush stroke Roman lettering and should be well known to the writer. The "T" is a very graceful letter but requires a lot of practice to make it such. Strokes 2, 3 and 4 require much attention before they can be made to appear properly balanced. All the strokes of the first "U" are comprised in previous letters. The second "U" gives a variety in the first two strokes. This former letter is the easiest to read.

Of the two "Vs" the first is the most practical and easiest to read. Stroke 3 is the same in either letter. The variety is on the first two strokes. Practise these letters often.

In the "Ws" we have two distinct types. The first is the one of the better "Bradley" characteristics. The "X" is a letter that can be made very quickly. Be sure to get the combination strokes 1, 2 and 3 at the right angles. With practice strokes 4 and 5 can be made as one stroke. Of the two types of "Y" shown the first is the best to use. All the strokes comprised in these formations are comprised in previous letters.

The second "Y" is of simpler form but not as distinctive as the former.

Two styles of "Z" are given. Both are good ones. The first you will find much easier to form than the latter. Strokes 4, 5 and 6 of the latter letter will require a lot of practice to make them appear as one continuous stroke.

You will notice the same principles which are applied to the upper case lettering are applied to the formation of the lower case lettering. Remember there is no rolling of the brush between the fingers and always keep it at the same angle. There is no necessity for going to detailed explanation of these letters; make the strokes as they are numbered and draw the brush in the direction that the arrows are pointing. If you keep the color in good you will find that the work is much easier to execute.

As to Numerals

"1" is the same formation as the "I" and needs no further explanation. "2" shows some new strokes and needs much practice, especially stroke 2. "3" is made with 4 strokes of the brush. Pay attention to strokes 1 and 4. "4" is just a combination of strokes shown in the upper case alphabet. "5" shows some new strokes but there should be no difficulty here. "6" needs some extra attention to get it balanced up correctly. Note the angle

of stroke 3. "7" is one of the simples, but many card-writers have difficulty with it. Much practice is needed. Note the upper portion of the "8" is smaller than the bottom part. It is advisable to give these strokes hours of hard practice. The "9" requires much practice to get it balanced up properly. The "0" is the same as the "O" shown above.

Practise Exercises

In order that you get the best out of this lesson it is advisable to practice each stroke or set of strokes in a systematic manner. Rule a half sheet card with a pencil with sets of guide lines running parallel across the card two inches apart for the upper case and one and one-half inches apart for lower case practice. Start at the beginning of the chart and make each stroke many times.

Fig. I gives you an idea of how to go about this work.

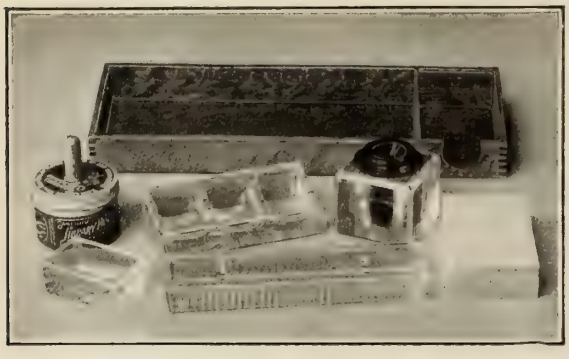
Remember cardboard used in this work is worth to you many times more than the cost of the card. Practice is the foundation of perfect letter formation and without this you cannot become proficient in the art of show card writing.

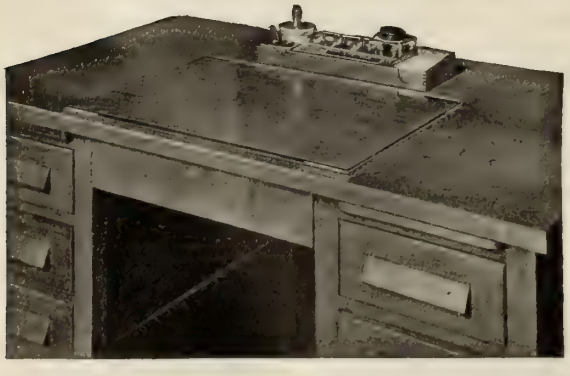
New Goods Described and Illustrated

ILLUSTRATIONS of several new lines, introduced by the Polar Manufacturing Co., are shown this month. The paper weight and memo pad in actual use by a man at a telephone is illustrated. It is so constructed as to prevent the usual slipping or moving when making memos., especially when jotting down telephone messages, and it prevents sliding on smooth or glass-top desks. Notes can be made with the right hand, while the left is free for the telephone.

The base is weighted, making it a paper weight as well as a memo. holder. It is made in four colors, red, green, blue and black.

The Combination Desk Set and Tray helps an office man to keep his desk neat and tidy.





It permits the assembling of the desk accessories in one compact and permanent place—instead of littered about the desk, which is so often the case. The tray is furnished to the trade empty. Standard articles, usually carried by stationers, fit accurately in this combination desk set.



REMARKABLE DEMAND FOR DIARIES

A Nassau Street stationer asserts, says the New York "Sun," that there has never been a year in which the demand for diaries has been so great as it is this year.

"At this time of the year," said the stationer, "many persons come in expecting to buy diaries at cut rates in view of the fact that half of the year has elapsed. The expectation held good in former years, but this year the demand for diaries has been something out of the ordinary. Why so many persons want diaries now I don't know. They want them, though, and seem perfectly willing to pay full price for them.

TOY-MAKING IN P. E. I.

The Development Commission of the Province of Prince Edward Island at its meeting in Charlottetown in the last few days of May dealt with toy-making along with other lines of home production and after hearing a paper by Percy Pope, chairman of the sub-committee on new industries, in which he dealt with the inception of the Quebec Toy Exhibition and its development; the accomplishments of the Canadian Handicraft Guild, at Montreal, and the recent Toy Conference and Exhibition at Toronto, discussed the prospects of actively forwarding toy-making in that Province. The idea favored was to organize a branch of the Canadian Handicrafts Guild and to have an extensive exhibit of toys made in Prince Edward Island at the Provincial Exhibition and also to exhibit at the Canadian Industrial Fair in Toronto.

WELDON ROBERTS RUBBER ERASERS

"We know the quality of your goods is very satisfactory."

So a customer writes us, and we have letters—all unsolicited—from many others, frankly acknowledging the excellence and superiority of the W R Erasers.



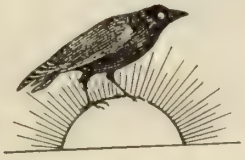
WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

BLANK BOOKS

The quality of Dawson blank-books is such that they are a guarantee of satisfaction to your customers. We can supply every blank-book need. The profit to you is liberal. Why not try us?

W. V. Dawson
LIMITED

MONTREAL TORONTO WINNIPEG



GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

A TRAY BINDER

A new binder—the line of the Wilson Jones Company, of Chicago—is the De Luxe Tray Binder, being designed especially to meet requirements of the users of bookkeeping machines.

As the name implies, it consists of two trays, fitted with metal hinges, so they can open flat like the covers of a book when the binder is locked on the leaves. The metal flanges of these two trays telescope into each other, and are locked together by two simple little catches. A solid round post is fitted into each of the trays at opposite sides of the frame. When the binder is opened and placed in the stand, these posts act as guides for the leaves, the one in the right-hand tray holding the leaves which have not been posted, and the one in the left-hand tray holding those which have.

After the accounts have been posted and the leaves have all been moved from the holding to the receiving tray, a locking post is inserted through the solid round



ILLUSTRATING USE OF THE NEW "FAVORITE" OUTLOOK FILE.

hole in the centre of the sheet. The ends of this post fit into recesses in the metal case, securely locking the sheets in the binder, no matter whether they are in the regular or offset position.

The Favorite "Outlook" File being introduced by Buntin, Gillies & Co., is a ready reference expanding letter file. Any single letter can be instantaneously found without displacing the others, without mutilation, and all individual letters may be readily kept together. It is made of strong leatheroid paper, heavily reinforced with cloth. It is so constructed that it will stand by itself.

The "Outlook" File has a capacity of three thousand letters and retails at $1.

GOOD IDEA FOR NEWSPAPER ADS.

A unique series of headings for newspaper advertisements can be used by addressing each advertisement to some particular surname. For example, one advertisement would be headed:

"WHAT DO YOU THINK, JENNIE?

"We are going to offer a big lot of merchandise on next Friday at a big reduction in order to make room for new stock, etc."

The next advertisement could be headed:

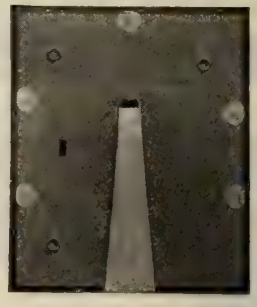
"——DO YOU KNOW, GRACE?"

and other names used from day to day. If this plan is followed several weeks, newspaper readers will get into the habit of reading your daily advertisements in the expectation of seeing their own surname. Such headings give the personal touch to your advertising.

A NEW AND ORIGINAL FRAME

"The Quadro" frame is a very simple invention, consisting of metal edging, by means of which it is possible to frame any picture, print or photograph in a permanent





and artistic manner in a minute. It is made by Barton's, of Birmingham, England, in a variety of sizes in gilt and dull enamel finishes of brown, grey, black and green.

NEW USE FOR PEN CLIPS

A new use for pen and pencil clips comes with the introduction to the Canadian trade of a new make of clips, "The Avecta," made in Redditch, England, by Herbert Terry & Sons. The new use is demonstrated in an illustration showing a housewife attaching an "Avecta" clip to the mantel board to hold a familiar pen, affording a convenient place where it may readily be found instead of hunting around for it. If dealers will suggest this use they will be able to considerably increase sales of pen and pencil clips.

There are designs of "Avecta" clips for vest pocket use, to accommodate fountain pen and pencil, and also with three such receptacles. The lady's design is made to attach to the dress by a non-slip pin fastening.



"Musique"



"Mignon"

STATUARY PICTURES

The new pictures illustrated here are in a series of Statuary pictures put out by the Alpha Publishing Co., of London, England, there being over forty numbers in the series, including three sizes, 9 x 7, 16 x 12 and 24 x 16 inches. They are published in bromides, brown-toned, while the smaller ones come in bromide, black and white as well.

To Manufacturers and Wholesalers

MAKE YOUR BUSINESS FORGE AHEAD!

"Would an engineer, with his engine speeded up to 60 miles an hour, throw his coal overboard because he had reached his maximum speed?

"Not a bit of it! He knows only too well that this supply of coal is absolutely essential to a maintenance of this speed.

"Just so with advertising, which is the greatest fuel for speed maintenance in the sales department. To drop it at a time of sales making history is like removing the flames beneath the throbbing boiler. The speed begins to slacken, and the great impetus gained is soon a negligible quality.

"A well-known advertiser recently made the statement that although the product of his factories was sold up for two years in advance, nevertheless his advertising appropriation for 1916-17 had been increased beyond any previous figure.

"Is it to be wondered at that this manufacturer is an unquestioned leader in his field of endeavor?

"A maximum speed record can be held only by the continued application of such energies as are necessary for its maintenance."

The Booksellers and Stationers of Canada expect to find good strong informative announcements in the advertising pages each successive month.

EVERY ISSUE IS READ BY THEM. YOU SHOULD BE REPRESENTED IN EVERY ISSUE

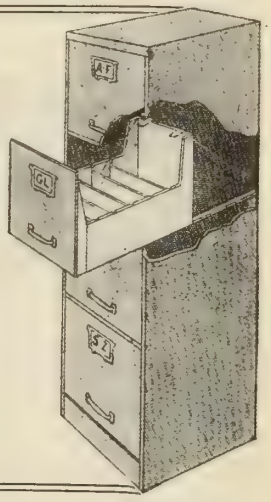
(BOOKSELLER & STATIONER)

TROUT DIRECT FILING SYSTEM

COMPLETE STEEL

SAVE 50%

NO CARD INDEX OR ROD AND FOLLOWER BLOCK REQUIRED—
REMOVABLE METAL PARTITIONS.



AMERICAN STEEL FURNITURE CO.

119 South 4th Street, Philadelphia, Pa.

A Circus When You Pull the String

POSITIVELY ANIMATED

The Jugging Clown

Retail 50c.

(Patent Applied for) MADE-IN-CANADA

BRAND NEW and a BIG HIT!

Book your orders early

J. McCART 98-100-102 Jarvis St. TORONTO, CANADA



TERRY'S

Patented and Registered

Pen or Pencil Clip

clips edge of pocket, pen or pencil is inserted into an expanding spring. It's a wonderful seller, and it's British. Send for samples—for after the war.



A 10c. Line

Herbert Terry & Sons, Ltd.
The Spring and Presswork Specialists
REDDITCH ENGLAND

We have had over 60 years' experience in spring making

A SOLDIER'S DIARY

NEW EDITION

NOW READY FOR SALE

Diary commences August first.

Running for 12 months.

Limp leather cover, Crest stamped in gold.

Fits the tunic pocket.

Can be had with Maple Leaf Crest, Artillery Crest, Army Service and Engineers' Crest.

Price $6.00 doz.

F.O.B. Montreal

Every soldier should have one.

Every soldier will want one.

Large sales have been made already.

PUBLISHED BY

GEO. CLARK

128 BLEURY ST. - MONTREAL

Don't hesitate to order. This is a real line.



Standard Paper Mfg. Co.

RICHMOND, VA., U.S.A.

Largest Exclusive Manufacturers of

Blotting Paper

Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curi-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

CARTER'S CICO

HAS MADE A BIG HIT

You can sell this new jar to your customers on sight



Always ready for instant use.

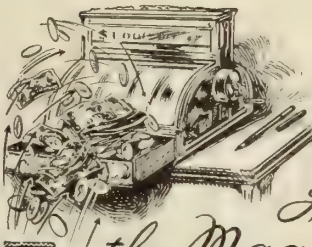
No water required.

No. 724 5-oz. Jar

Sticks BEST When Spread Thin

The Carter's Ink Co.

356 St. Antoine Street **Montreal, Que.**



MAKE FOUNTAIN PEN PROFITS WITH the Pen with the Magic Button



Buying right insures good profit. Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

The "A.A." Self-Filling Fountain Pen has gained great popularity with the Canadian public, for it never falls short of its advertised merits. What is popular is profitable, and for this reason you should carry the "A.A. Line."

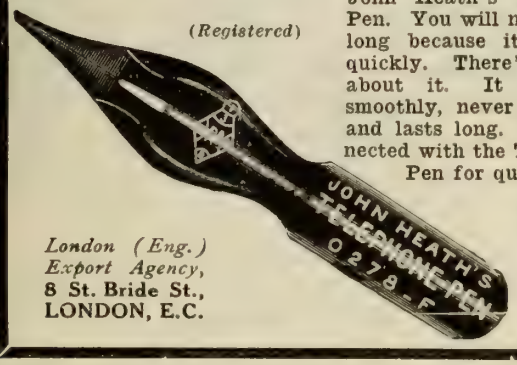
Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
36 THAMES ST. **NEW YORK CITY**

Not connected with the L. E. Waterman Co.

HOLD THE LINE

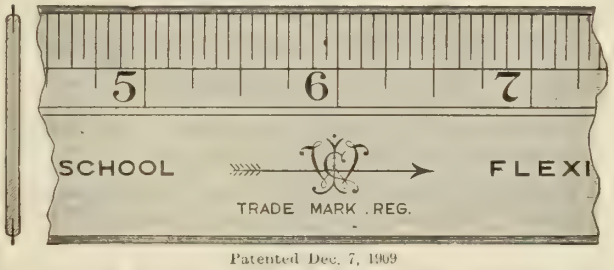


(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

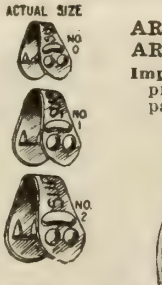
Made only by
IDEAL SPECIALTIES MFG. CORP.
NEW YORK
A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

ACTUAL SIZE



Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

SEE THOSE PRONGS?

Offer "The master drawing pencil" to your particular trade—to the Draughtsmen, Engineers, and others who appreciate the difference between just "a pencil" and

DIXON'S
ELDORADO

"the master drawing pencil"

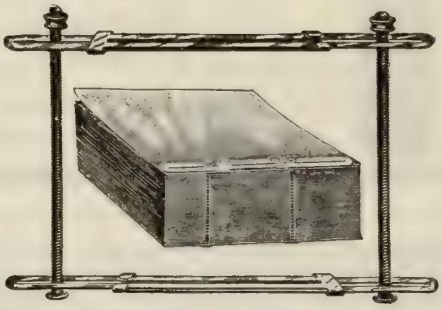
WRITE FOR TESTING SAMPLES AND FOLDER No 23-J. M.

Made in Jersey City, N.J., by the JOSEPH DIXON CRUCIBLE COMPANY

Canadian Representatives: A. R. MacDOUGALL & CO., Limited, 266-268 King Street West, Toronto, Ontario

To everyone who uses a Loose Leaf System you can sell the

"F-B"
Loose Leaf Holder



Pat. May 13, 1913

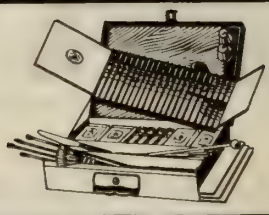
Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co.
ESTD. 1842. MONTREAL.

SPENCERIAN STEEL·PENS

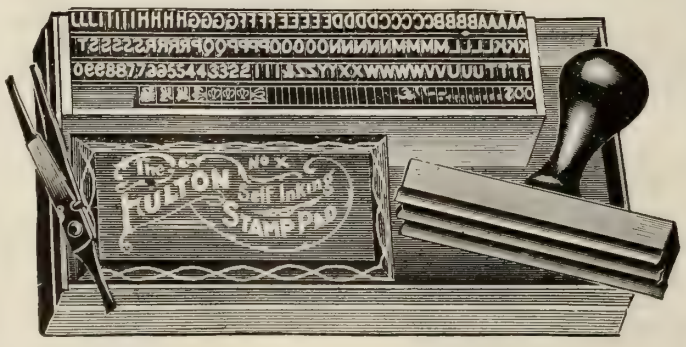
Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

YOUR STOCK OF FULTON SPECIALTIES



you'll find will be small, if not all gone, at inventory time. So get out your orderbook and let us replenish your stock.

WE ARE THE MANUFACTURERS OF
Sign and Price Markers, Adjustable Rubber Type, Business and Office Outfits, Juvenile and Toy Printing Sets, Self-Inking Felt Stamp Pads, Non-Blurring Wood Pads, Elite Pads, Daters and Numberers. These goods mean

Certain Profits and Regular Customers.

If you never handled our line, write for catalogue. It will show you that we study your wants and plan for you.

FULTON SPECIALTY COMPANY
128 FULTON STREET, ELIZABETH, N.J.



—stands for efficiency and satisfaction in blank books and loose leaf devices

For neat efficiency and satisfaction-giving, "Standard" blank books and loose-leaf systems are entirely unequalled. All the latest time-saving ideas that mean so much to the up-to-date office man are embodied in the "Standard" line. This superiority has created for them a heavy demand everywhere, so that dealers find it particularly profitable to feature these popular lines.

A display of "Standard" values in your window or counter displays will turn a good share of this business your way.

Get acquainted with our proposition. Write for catalogue.

BOORUM & PEASE COMPANY

Home Offices: Front St. and Hudson Ave., Brooklyn, N.Y.
Factories: Brooklyn, N.Y. St. Louis, Mo.



He is SO Happy Modelling , ith MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada:
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.

Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches:
Chicago, London

271 Ninth St.
BROOKLYN, N.Y.

What Canadians Want to Read

THE splendid spirit of Canadianism this war has brought to light in every part of the Dominion has changed every aspect of our lives. Our conception of Canada as a factor in world politics; our views on our ability to pay taxes; to raise armies; to make munitions; to do great things on a great scale, are as new as our armies, our shell factories, our martial ardor.

No such tremendous upheaval in the life of a nation can take place without a corresponding change in the people's taste in reading. Canadians are no longer content with the literary by-products of neighboring countries. They want their reading to reflect the Canadian point of view and to be redolent of the Canadian atmosphere.

MacLean's Magazine is giving Canadian readers just this service.

Definitely, purposefully this magazine is making Canada known to herself, and Canadians known to Canadians. Also *MacLean's* is encouraging Canadian writers to give their best work to the Canadian people—this to offset the former tendency for writers of ability to take their literary wares to the markets abroad. To-day practically every eminent Canadian writer is a contributor to *MacLean's Magazine*: these men and women, for example:

Arthur Stringer
Arthur E. McFarlane
Miss Agnes C. Laut
Mrs. Nellie McClung
L. M. Montgomery
Stephen Leacock
Robert W. Service
Alan Sullivan
Mrs. Arthur Murphy (Janey Canuck)

Besides these of wide fame are many others whose work is distinguished by brilliance of style and intrinsic worth. You as a bookseller and seller of magazines cannot help but be appreciative of selling value of these names and of the worth of the magazine to which their contributions give strength and quality. (See August contents in panel to right.)

Partial Table of Contents of the SEPTEMBER

MACLEAN'S

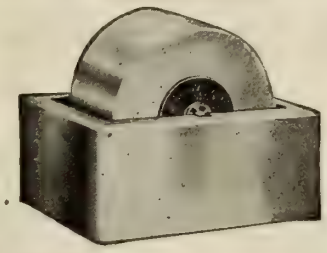
ON SALE AUGUST 15

IS PERMANENT PEACE POSSIBLE? Stephen Leacock.
THE CANADIAN WHO SAVED YPRES. C. Lintern Sibley.
ONE OF THE GREAT WOMEN OF THE WEST. Mrs. Arthur Murphy (Janey Canuck).
FEEDING THE TRAVELING PUBLIC. E. A. Hughes.
SHIPS, SHIPS AND SHIPS YET AGAIN. Agnes C. Laut.
THE BUSINESS OUTLOOK. John Appleton.
FUNK. Robert W. Service.
THE CALL.
THE DUFF BOOM. H. F. Gadsby. *Illustrated by Lou Skuce.*
FOR LOVE OF DANNY. Eric A. Darling. *Illustrated by E. J. Dinsmore.*
THE ANATOMY OF LOVE. Arthur Stringer. *Illustrated by Harry C. Edwards.*
BEHIND THE BOLTED DOOR? Arthur E. McFarlane. *Illustrated by Henry Raleigh.*
DANDY RYKERT. J. E. Middleton.
THE REVIEW OF REVIEWS.

MACLEAN'S MAGAZINE will repay your best attention and display, not alone because of its Canadian savor, but also for its live interest to your best class of customers, its cleanness and decency. Too many present day magazines, besides being un-Canadian, are too often out and out vicious—so bad that parents dare not let them have entrance to their homes. So when you encourage your customers to buy *MacLean's Magazine* you are providing your readers with an informative, entertaining and clean *Canadian* magazine.

As an established and influential merchant whose recommendation has the greatest possible influence with your customers we ask you to help us supply your community with the very best of Canadian periodical literature by displaying and recommending

MACLEAN'S MAGAZINE



Announcement

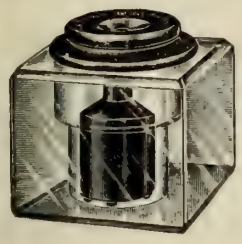
Announcement is hereby made of the absorption of the

IDEAL MOISTENER CO., of Findlay, Ohio

by the

SENGBUSCH SELF-CLOSING INKSTAND COMPANY, of Milwaukee, Wis.

(both U.S.A.) The business will be carried forward by the latter company from its factory and office in Milwaukee and every effort will be made to merit a continuance of the patronage of the Trade.



PEOPLE parade by your windows. Display

HIGHLAND LINEN

and be prepared for what? Increased profits!

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

Do You Sell Superfine Linen Record Note Paper and Envelopes?

The Watermark of Quality

Have you ever had the experience of having a discriminating customer insist on something distinctive in correspondence paper and of being at a loss to meet exactly the requirements of this customer?

Of course you have, and so has every other stationer, but some of them have remedied this lack and are now able to satisfy with eminent satisfaction the demand for WRITING PAPER FOR GENTLEMEN by selling the special size in **Superfine Linen Record** put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Packard
BROTHERS
MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

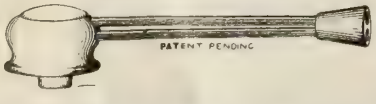
329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company
85 Fulton Street, New York City
carry a large stock of
German, French, Spanish and Italian Grammars
of the
Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade



Wonder Soap Bubbler
Blows Double, Chains, Clusters, Etc.
INDESTRUCTIBLE. PROFITS 80% to 100%
Write for Samples and Prices
BRADWAY NOVELTY CO.
1 West Broadway, - NEW YORK CITY

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.
The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
Menzies & Co., Limited, Toronto.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Birn Bros., 266 King St. W., Toronto.
British-Canadian Publishing Co., 35 Church St., Toronto.
J. H. Jost, Halifax, N.S.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.

CODE BOOKS.
The American Code Co., 83 Nassau St., New York.

CRAYONS.
American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES
Elbe Tile & Binder Co., New York, N.Y.
Elbe File and Binder Co.
Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Menzies & Co., Limited, Toronto.

ERASERS.
St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.
Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.
The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.
American Pencil Co., New York.
Eberhard Faber Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.
The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.
342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

What about customs forms?

We can supply your needs, custom tariffs also.

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

BUYERS' GUIDE

SCHOOL RULERS

A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.

Silver Springs, N.Y.

THE ELBE LINE OF LOOSE-LEAF BINDERS

Makers of the famous

ELBE SPRING BINDERS
" SNAP BINDERS
" KISMET BINDERS
" PERMANENT BINDERS

CATALOGUE AND EXPORT DISCOUNTS PROMPTLY MAILED UPON REQUEST

ELBE FILE & BINDER CO.

97 READE STREET, NEW YORK, U.S.A.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
D. Harper & Co., 258-262 Holloway Road, London, Eng.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

MILITARY SPECIALTIES

Geo. Clark, Southam Bldg., Montreal, Que.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Bump Paper Fastener Co., La Crosse, Wis.
Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

SCHOOL AND OFFICE RULERS

Lucas-Tuttle Mfg. Co., Silver Springs, N.Y.
Wescott-Jewell Co., Seneca Falls, N.Y.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers, Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Smith, Davidson & Wright, Vancouver, B.C.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Spencerian Pen Co., New York, N.Y.

TALLY CARDS, DANCE PROGRAMMES,

Verdier, Ltd., 18 Christopher St., London, E.C.

TOYS AND GAMES

A. C. Gilbert Co., New Haven, Conn.
Menzies & Co., Limited, Toronto.
Modellit Mfg. Co., 19 Brunswick St., Bristol, England.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

Morton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Menzies & Co., Limited, Toronto.
U. S. Playing Card Co., Cincinnati, O.

POST CARDS, GREETING CARDS, ETC.

Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Hildesheimer, Ltd., 93, Clerkenwell Road, London, E.C.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by

THE MORDEN MFG. CORPORATION

Waterbury, Conn.

PATRIOTIC SONGS

are still in active demand. There is good profit in them. We supply the following at 8c.

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. Over 100,000 copies sold - - - - - 15c
By Order of the King. A new song by the same composers. 16,000 sold 15c
I'll Not Forget You, Soldier Boy. A very popular new song. 4th thousand 15c
Our Own Canadian Boys. 3rd thousand - - - - - - - 15c
Soldiers of the King. 50,000 sold - 15c
Call of the Motherland. 10th thousand - - - - - - - 15c
There's a Fight Going On. 7th thousand - - - - - - - 15c
You Bet Your Life, We All Will Go. 2nd thousand. New - - - - 15c

NEW

Canada, Fall In - - - - - - 15c
On to Victory - - - - - - 15c
There's a Corner of the Flag for You to Hold - - - - - - 15c
Kiss Your Soldier Boy Good-bye - 15c

ANGLO-CANADIAN MUSIC CO.

144 Victoria Street, Toronto, Ontario

Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.
Pugh Specialty Co., 38-42 Clifford St., Toronto.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Chappell Co., 1348 Yonge St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

CLASSIFIED ADVERTISING

A NEW FIVE, TEN AND FIFTEEN-CENT department has been opened in the store of The W. W. Cooper Company, Limited, Swift Current, Sask. Manufacturers of lines suitable for a department of this kind are requested to send catalogues.

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

STATIONERY AND OFFICE SUPPLY MAN of experience wants position on the road, preferably in the West; has first-class connection and good references. Write Box 28, Bookseller and Stationer.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

BRITISH FIRM OF BOOK PUBLISHERS gifts, prizes, etc., need aggressive representation in Canada. Publishers will turn out goods to suit Canadian trade requirements if can find suitable individual or firm to cooperate. Write: Books, care of Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.

TICKET and CONDUCTOR PUNCHES

the best made

The Fred J. Meyers Mfg. Co.

HAMILTON, OHIO, U.S.A.





PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

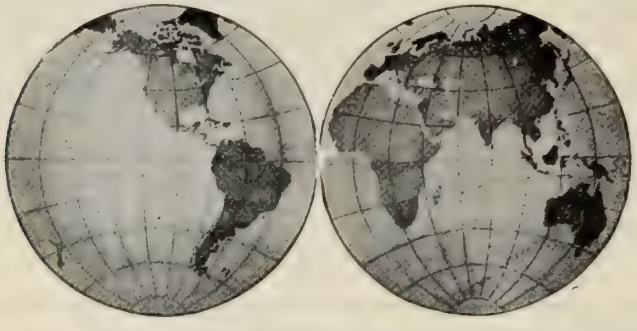
Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

It's ahead of them all



"WORLD" BLOTTING is ahead of all other brands of blotting paper. Its superior durability and perfect absorptive qualities have made it the acknowledged **standard of quality for thirty years.**

Only high-grade cotton rags are used in the manufacture of **"WORLD" BLOTTING.** It can be obtained in an attractive variety of colors.

The cheaper grades we manufacture are the best of their class, and the biggest values at the price.

ASK YOUR DEALER

The Albemarle Paper Mfg. Co.

Makers of Blottings Exclusively

RICHMOND, VA., U.S.A.

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen



the popular and quick-selling pen

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

Jost "Elite" Cards and Art Calendars

Private Greeting Cards.

Xmas Greeting Cards.

Hand-Colored Photo Art Calendars.

All Cards Photo-Engraved and Hand-Colored, from Original and Exclusive Designs.

Correspondence solicited from interested parties.

J. H. JOST, - Halifax, Canada

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.

Quality that brings the customer back

—that is the quality embodied in Mittag and Volger lines.
The heavy sales which are a characteristic of

M. & V. TYPEWRITER RIBBONS AND CARBONS



is a sure index of that superior quality that means so much to the dealer in repeat sales and bigger business. The M. & V. line give clearer, cleaner impressions for a much longer time than any other ribbons or carbons.

Our policy has ever been "*Quality before price*," and we confidently invite you to compare our values with any others on the market.

Drop a card to-day for terms. You will find them very attractive.

MITTAG & VOLGER, Inc.

Principal Office and Factory: Park Ridge, N.J., U.S.A.

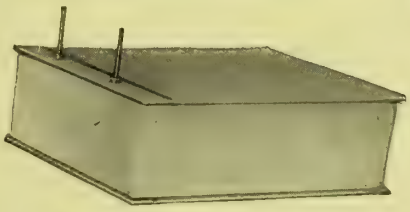
BRANCHES:

NEW YORK, N.Y., 261 Broadway
CHICAGO, ILL., 205 W. Monroe St.
CLEVELAND, OHIO, E. 9th St. & Prospect Ave.
LONDON, 7 and 8 Dyers Bldg., Holborn, E.C.
SAN FRANCISCO, 35 Montgomery St.
ST. LOUIS, MO., Laclede Bldg.

AGENCIES: ALL OVER THE WORLD

NATIONAL

TRANSFER



Kenmoor Binder

To file completed sheets, thus permitting re-use of the more expensive current binders. Bound in full blue slate canvas, with heavy binders boards. Iron plates are hinged to the back of the binders boards, and solid steel posts riveted to the bottom of the plate. Tell your customers how to reduce office expenses by using this inexpensive file.

Write for Catalog and Prices.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA





New Scribbler Covers

These are two of a range of four new Nature subjects, showing well-known Canadian birds and animals. Key on back of each cover gives full description, habits, etc. There are many attractive and instructive designs among our new books.

Last Minute School Orders

When you begin to run low in School Opening Lines, send us your list.

We carry the new Favorite "Outlook" File, a boon to office men.

Buntin, Gillies & Co.
HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

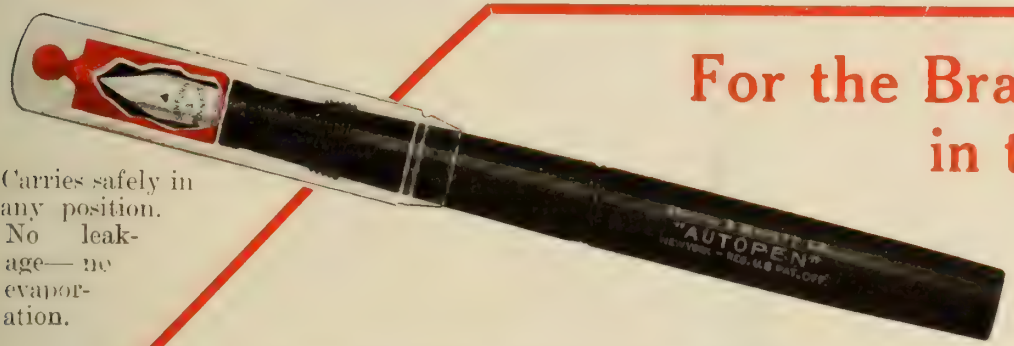
AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1916 No. 9



Carries safely in any position. No leakage— no evaporation.

For the Brave Lads in the Trenches

Every lad "doing his bit" at the front, who has a mother, sister or sweetheart at home, will find time to write, and write more frequently, if he is supplied with a dependable, easy writing fountain pen.

Show your patrons how perfectly the

Sanford & Bennett AUTOPEN

adapts itself to the rough life of the trenches, and what a help it is to the lad "somewhere in France," and many customers will act on your suggestion and buy one to send to the front.

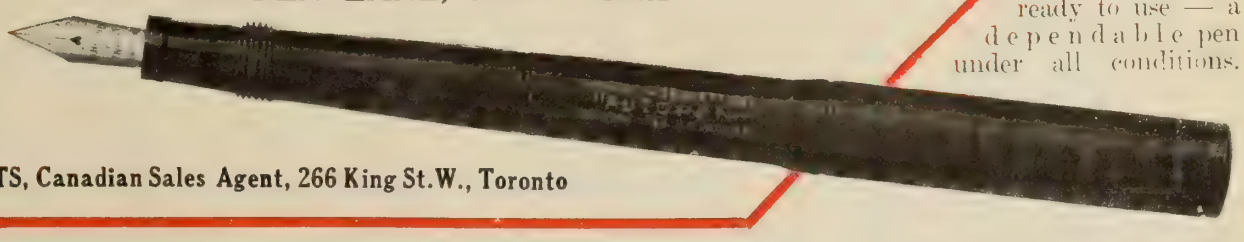
The S & B AUTOPEN carries safely in pocket or kit. It is both self-filling and non-leakable. No evaporation—writes instantly. Iridium tip on the 14kt. gold nibs, assures smooth and continuous writing. Simple and sure in its mechanism—nothing to get out of order. The AUTOPEN is so dependable that each pen is unconditionally guaranteed to give perfect service. The low price puts it within reach of the many.

Write to-day for prices and discounts.

Sanford & Bennett Co.

51-53 MAIDEN LANE, NEW YORK

The AUTOPEN is self-filling. It is always ready to use — a dependable pen under all conditions.



W. E. COUTTS, Canadian Sales Agent, 266 King St. W., Toronto



Globe-Wernicke

CARD INDEX CABINETS

SOLID CONSTRUCTION

For 3x5 Inch, 4x6 Inch and 5x8 Inch Cards

Write for Folder No. 816A

The Globe-Wernicke Co. Ltd. **Stratford, Ont.**

Do You Sell Superfine Linen Record Note Paper and Envelopes?

The Watermark of Quality

Have you ever had the experience of having a discriminating customer insist on something distinctive in correspondence paper and of being at a loss to meet exactly the requirements of this customer?

Of course you have, and so has every other stationer, but some of them have remedied this lack and are now able to satisfy with eminent satisfaction the demand for WRITING PAPER FOR GENTLEMEN by selling the special size in **Superfine Linen Record** put up in boxes of quarter reams and boxes of a hundred envelopes to match.

Ask your wholesaler for prices.

The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

LOOSE-LEAF NO LONGER A NOVELTY

A big proportion of Loose-Leaf to-day—Memo Books, Ring Books, Ledgers, Post Binders—is sold over the counter to the man and woman who know what they want. Many others want to accomplish a certain purpose and a suggestion on the part of the salesman means a Loose-Leaf sale.

It is just as necessary, therefore, for the stationer, large and small, to have a carefully selected stock of Loose-Leaf as it is to have inks or pencils.

BUT THE PROPER DISPLAY IS NECESSARY

We will gladly give you suggestions based on successful plans now in use.

LUCKETT'S STERLING LINE

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria St. Dept. S. Toronto, Ontario

LUCKETT'S STERLING LINE

NELSON'S

NOTICE

We have to advise all our customers that we have just changed our location and that our new address is

77 Wellington St. W.
Toronto

A General Sketch of The European War

The Second Phase—by Hilaire Belloc. Price $1.50 net.

Mr. Belloc's History of the Great War is the first tactical study to be published in either France or Britain.

Please send us in your orders promptly in order to avoid delay.

THOMAS NELSON & SONS
LIMITED
77 Wellington Street West
TORONTO, ONT.



Ocean to Ocean



Royalty Queen

The "best sellers" of the card world

Beautiful patriotic designs, smooth finish, clean-cut edges, good, snappy board—these among other features have placed

GOODALL'S
ENGLISH MADE
PLAYING CARDS

first in the hearts of cardlovers everywhere.

The Goodall reputation is your customers' best guarantee of value for money. A little display will bring you a share of the coming season's card sales.

Goodall's are supplied in a variety of series—Imperial Clubs, Linettes, Colonials, gold edges, Society, Sultan and Salon.

Ask your wholesaler for Goodall's English-made Playing Cards.

Aubrey O. Hurst
32 Front St. West, Toronto



With Compliments



Remembrance

NOW READY FOR SHIPMENT



OFFICE DAILY JOURNALS DIARIES FOR 1917

FIFTY THIRD ANNUAL PUBLICATION

If not ordered, place your order early, to save possible delay. Get new list and catalogue now ready.

F. Cap Folio and Quarto—One day to page
" " " —Two days to page
" " " —Three days to page

MERCANTILE AND SCRIBBLING DIARIES—All Styles.

DAILY REMINDERS—All Styles.

POCKET DIARIES

Over 200 varieties. Our line this year more complete than ever and up to the standard always arrived at. Now in progress, expect ready early in October.

BROWN BROS., LIMITED

WHOLESALE AND MANUFACTURING STATIONERS

Simcoe and Pearl Streets, TORONTO

A Famous Trio

VENUS 10¢ PENCIL

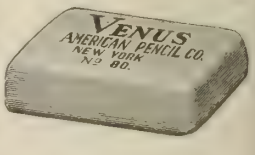
ONCE upon a time, anything that would make a mark passed as a pencil. But people now are discriminating and exacting purchasers. **Venus Pencils** to-day are recognized as the perfection of the pencil makers' art. Made in 17 degrees from CB softest to 9H hardest, and two copying. **Venus Pencils** will satisfy every customer who enters your store.

VELVET 5¢ PENCIL

FOR general writing use (as distinct from the drafting or art purposes, the requirements for which are more severe) there are in use millions of **Velvet pencils. Velvet** is the king of medium price pencils, and its popularity, made plain by its tremendous sales, is due to the extreme satisfaction which it gives.

VENUS ERASER

THAT it shall be soft, pliable, uniform in texture, that it shall not discolor or damage delicate materials, that it shall be available in convenient sizes, these are some of the specifications for the perfect eraser. The **Venus Eraser** is gray, will not discolor light tinted papers, and is ideal for rubbing out pencil marks. One of our new products, and a big seller.



Made in sizes Nos. 4, 8, 12, 16, 20, 24, 30, 36, 40, 60, 80, 100.

Number indicates pieces to each box.

Write for prices today

American Lead Pencil Co.

220 Fifth Ave., New York

Also Clapton, London, England

RESPONSIBILITY

We give particular attention to mail orders where selection is left to us.

We have a big list of customers who leave their Christmas Card assortment to us every year.

Please do not delay ordering your

CHRISTMAS CARDS

Savory, Diamond and Canadian Series

Our prices to Trade for Booklets, $1.00, $2.00, $2.50, $3.00, $5.00, $7.50, $10.00 per 100.

Our prices to Trade for Post Cards $5.00, $7.50, $10.00, $12.50, $15.00, $25.00 per 1,000.

5c. (Envelopes) Tags and Seals in Cabinets of 100 packets, $3.25 per Cabinet.

10c. carton Tags and Seals in Cabinet of 100 packets, $5.00 per Cabinet.

15c. carton Tags and Seals in Cabinet of 50 packets, $4.50 per Cabinet.

Try our Christmas Assortments of $10.00, $25.00 and $50.00. Sold subject to return on examination if not satisfactory.

Dean's Rag Books
10c., 15c., 25c., 50c., 75c., $1.00 lines

Dean's Board Toy Books
5c., 10c., 15c., 25c., 75c. lines

Birthday Cabinets for Counter Display
$3.25, $7.50 and $9.00 per cabinet.

Patriotic Christmas Cards to sell at
5c., 10c., 15c. and 25c. each.

Patriotic Post Cards
Birthday, General, and Christmas and New Years, 2 for 5c. and 5c. lines.

PAPER AND MUSLIN DOLLS

Private Christmas Card Books Now Ready.

Menzies & Company, Limited

439 King Street West, Toronto (1 door west Spadina Avenue)

ERECTOR

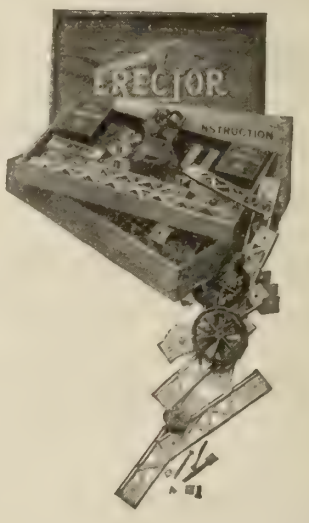
"The Toy like Structural Steel"

Will Be Backed This Year By The Biggest Selling Idea in The History of Construction Toys

It is to the interest of every dealer to become acquainted with the new idea upon which our great advertising campaign will be based this year.

It will make a national impression—prove to be the biggest selling factor in the construction toy world.

We are confident that this idea is so big and so impressive that every boy and parent who reads about it will unqualifiedly prefer Erector—and that the sales of dealers who handle Erector will show an enormous increase over previous Christmas seasons.



Place Your Order Early!

DISTRIBUTORS:

MENZIES & CO., LIMITED

For THE A. C. GILBERT CO.

NEW HAVEN, CONN., U.S.A.

DON'T WAIT

Order Ink now before Frost sets in. We have a full line of Stephens & Staffords Ink now.

Playing Cards, Cribbage Boards, Checkers and Checker Men.

Scoring Tablets.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Hundreds of Buyers Every Year Attracted to Your Store by the Pen Department

A GOOD many stationers value their pen department only on the exact amount of pens they sell.
But its still greater value is that it brings such a large number of people into your store, where you have the opportunity to sell them other things.
It is because of this that successful dealers are devoting such increasing attention to their pen department.
They concentrate on one complete assortment—one comprehensive line. This enables them:

1st. Tie up less money in stock.
2nd. Save counter space.
3rd. Get maximum display.
4th. Offer the most complete assortment.
5th. Make it easier for the customers to buy.

To assist in concentrating and improving their pen department, there are ten different sizes of Esterbrook Counter Display Cases. Write us about these to-day.

ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET. CAMDEN, N.J.

Esterbrook Pens "Easiest to sell!"

The "Quadro" Frame

(Patented in all countries)



An original and inexpensive frame for Photographs & Pictures.

Permanent Artistic

By means of this invention which consists of a simple metal edging it is possible to frame any picture, print or photograph in a permanent and artistic manner in a minute.
The edging is made in lengths of 2¾", 3", 3¼", 3½" & upwards by ½ inches to 15½" inches and any size within these limits can be supplied with Glass, Strut and Suspender rings suitable for upright or oblong positions

No tools, glue or accessories necessary.

Dull art enamel finish Brown, Grey, Black and Green.

Samples & Particulars from
BARTONS', Cosway Works,
Finch Road, BIRMINGHAM, ENGLAND.



He is SO Happy Modelling, with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

The children's favourite pastime
MODELLIT
will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada:
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.
Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

VALENTINE ST. PATRICK EASTER

OUR travelers are on their way to show you the new samples. You will see novelties and values that will awaken in you the same enthusiasm as that with which the road men have gone out from the House with the new lines.

Some advance buyers in Toronto for the Exhibition saw the samples just after they were ready for the travelers and placed their orders—liberal orders too, by reason of the exceptional merit of the whole range of Valentine, St. Patrick and Easter goods and the most attractive pricing of the line.

"I've been paying 20% more for cards of this class," said one merchant.

"Why, I didn't expect to see half as big a range," was another's comment, and he added: "It's an extraordinarily fine showing."

Still another coming to a series of Easter and Birthday Postcards costing the trade a dollar a hundred said: "Why their plenty good enough to sell at 5c each!"

YOU WILL BE IMPRESSED IN A SIMILAR MANNER.

VALENTINE NOVELTIES

There are fancy "pull" Valentines to sell at 5c, 10c and 15c each, and "cut out" folders of a highly appealing nature costing the trade $1.50 a gross.

Comic novelties, costing $1.50 a gross, include 24 designs, such as "Cupid's Little Brown Jug," "XXX Love Wine" (barrel), etc.

In red hearts different sizes cost $2.50 to $4.50 per 1,000, and an assortment of 250, with five different sizes in a carton, costs $1.

Fancy embossed hearts, in colors, are available at $3.50 per 1,000, and an especially fine line at $7.50 per 1,000.

Lace Valentines begin at 80c a gross, without envelopes, and 95c a gross with envelopes.

No. 4789E is a five-cent line costing $3.60 a gross, there being 36 designs. Nos. 51E and 52E, square and heart-shaped, respectively, constitute the $4.80 line, with six designs in each. Higher grade lace Valentines cost $6 and $14.40 a gross.

Individually boxed novelty Valentines are priced at 40c, 50c, 80c, $1.00, $1.20, $1.50, $1.80 and $2.00 a dozen, making up a comprehensive range to sell at 5c to 25c.

There are also fine numbers at $3 and $4 a dozen, and particularly fine pieces to retail at $1, some with elaborate satin mounting.

A ten-cent leader is the heart-shaped booklet telling a story in pictures entitled "All the World Loves a Loving Lassie."

Mechanical pieces comprise six varieties to sell at 10c, including designs showing boys and girls with movable heads, arms and eyes, producing most original effects.

In the "National Art" series there are many highly artistic and appealing folders and flat cards, die stamped, some artistically hand-colored, others produced by the offset process, constituting a de luxe range to sell at 5c, 10c, 15c and 25c each.

Similarly fine productions are included in the "National Art" postcards.

At 50c a hundred, $4 a thousand, there is a range of offset and embossed litho., as well as photogravure cards.

Higher grades sell at 60c per 100, $5 per 1,000; $1.00 per 100, $9 per 1,000.

ST. PATRICK LINES

New this year for St. Patrick's Day are Tally Cards at $1.25 and $2.00 per 100.

Easel-back cards are at $2 per 100, and a good array of lines to sell at 5c, introducing cut-out shapes.

The pipe, shamrock and harp figure conspicuously in the "National Art" St. Patrick's Day collection of greeting folders, panels, and post cards, besides which there are very fine postcard assortments at 60c per 100, $5 per 1,000; $1.00 per 100, $9 per 1,000.

EASTER LINES

Booklets and small cards in envelopes of same stock, and large flat cards with gold beveled edges, and highly artistic decorative work; some hand-colored, some embossed, introducing hand-coloring in shadow effects, are conspicuous in the new offerings in Easter greetings.

While a great proportion of the cards necessarily utilize the cross and lilies in the designs, there are many original variations, and in the productions especially for children, rabbits, eggs, little chicks and ducklings are introduced in marvelously original and pleasing designs.

"The Blue Bird for Happiness" is in evidence in some of the especially pleasing greeting cards, including postcards. A line of prints mounted on fancy stock, with envelopes, sell to the trade at 20c a dozen.

A leader at $1 per 100 is No. 4015, in ten varieties, embossed and colored, coming in envelopes.

There are some fine, long, steel-die stamped panels, with floral decorations hand-colored, produced on fancy art stock. Popular grey effects distinguish some of the cards, marking them out for "best sellers."

EASTER POSTCARDS

50c per 100, $4 per 1,000
60c per 100, $5 per 1,000
$1.00 per 100, $9 per 1,000

These are the same grades as Valentine cards described in the foregoing.

No. 706 is a special series of Easter postcards comprising 32 designs, selling to the trade at $1.00 per hundred. Some dealers intend to sell these cards at 5c each. That tells the tale as to their merit.

Another leader is the assortment of combination Postcard-Booklets, the small booklets attached having transparent envelopes. These cards sell at 5c retail.

These are also available in Birthday cards.

The travelers will show other **BIRTHDAY GREETING CARDS** along with the new samples of St. Valentine, St. Patrick and Easter lines.

All these goods will loom large as profit producers for 1917.

The Copp Clark Company, Limited

527 WELLINGTON STREET WEST, TORONTO

THE COPP, CLARK CO., LIMITED.

TORONTO.

17 BIG NEW NOVELS

Fall Fiction 1916

READY:

Tish
Big Timber
Petey Simmons
The Grizzly King
Baldy of Nome
Little Hunchback Zia

SEPTEMBER:

The Nest Builder
Chloe Malone
Richard Richard
The Men Who Wrought
The Hunters of the Hills
The Guiding Thread

OCTOBER:

The Vermilion Box
Understood Betsy
The Tutor's Story
The Wandering Dog
The Last Ditch

OUR NEW LIST is full of other good things and is particularly strong in good Juveniles.

TISH—By Mary Roberts Rinehart - - - - - $1.50

Aptly called "the book of smiles," it records the adventures of the most popular of all Mrs. Rinehart's characters. Tish—a spinster of dauntless personality with a positive talent for tumbling into the most absurd adventures, and seeing them through despite protests of two peace-loving companions. Their perigrinations from Maine to Canada and the West will be followed by constant chuckles on the part of the reader.

BIG TIMBER—By Bertrand W. Sinclair - - - - $1.35

Here is a big story of British Columbia life in a lumber camp. Benton, the owner of the camp, is a self-centred man who gives little consideration to his sister, reared in luxury, obliged by circumstances to become cook at his camp. Jack Fyfe offers her a way out as his wife. She accepts to escape drudgery. Then comes "the other man," and a really big story evolves.

PETEY SIMMONS AT SIWASH—By George Fitch - - - $1.25

Adventures of Petey Simmons during four years at the fresh-water college, Siwash. How as a callow freshman he encountered a confidence man at the outset. How he was treated by the frats. How he lived through six master passions in a year, and, finally, took to English history as a means of winning the regard of Martha Scroggs.

THE GRIZZLY KING—By James Oliver Curwood - - - $1.25

In this story of "Thor," the biggest grizzly in the Rocky Mountains, the author of many tales of the Canadian wilds of the North and West, returns to the manner and spirit of his big success "Kazan." This new book is at once a fascinating nature study and stirring tale of outdoors.

BALDY OF NOME—By Esther Birdsall Darling - - - $1.75

This is a dog story and a most unusual one. The story is based on actual happenings—the dog hero is not a product of the imagination. He saved the lives of his mistress and the driver "Scotty," and later as a member of a real racing team became famous throughout the length and breadth of Alaska. It is a rattling good story that will appeal strongly to boys.

THE LITTLE HUNCHBACK OF ZIA—By Frances Hodgson Burnett $0.75

No man or woman can read without deep emotion this exquisitely written story of the birth of the Christ-child and the restoration of the little hunchback Zia to his birthright. All the rapture, all the glory of the nativity are here expressed—as far as words can express the holiness, the sanctity of the event. It makes a gift of rare distinction.

THE NEST BUILDER—By Beatrice Forbes-Robertson Hale - - $1.35

This interesting novel is distinctive for its clear-cut ideas. A story of love-at-first-sight, speedy marriage and the consequences. In working out the problems of two entirely opposite natures, Mrs. Hale makes clear the eternal difference between man and woman and gives us a charming story with a helpful solution.

CHLOE MALONE—By Fannie Heaslop Lea - - - - $1.25

Chloe Malone lived in New Orleans. She possessed youth, breeding and beauty; what then, she said, did it matter if money were lacking—why shouldn't she marry a millionaire? And then, on her way to her debut at the old French Opera House, she met an adventure she had not counted on. It is a very pleasing love story, with vivacious dialogue and charming characters.

RICHARD RICHARD—By Hughes Mearns - - - - $1.35

The story of a man who was honest with himself. He did not care for wealth, he did not care for work. Therefore, he resolved never to care for woman. Then he met "Jerry," borrowed money from her and began to look on life from a new angle. A story with some delightful flings at moss-grown notions, and many a laughing comment on Canadian life. You'll find yourself quoting it before long.

THE MEN WHO WROUGHT—By Ridgwell Cullum - - - $1.35

Hinges about the doings of a submersible merchantman. Chief characters in the story are a British cabinet member, the head of an English ship-building firm, a Polish inventor and his daughter, a Prussian military officer and a band of German spies, providing romance, mystery, political intrigue, adventure and tragedy.

THE HUNTERS OF THE HILLS—By Joseph Altsheler - - $1.25

The Hunters of the Hills is a romance of the Iroquois forest on the eve of the great French and Indian War, which ended in the conquest of Canada by Great Britain. It is the result of long and careful study of the Iroquois, and of the French power at Quebec, and is one of the author's largest and most important works.

THE GUIDING THREAD—By Beatrice Harraden - - - $1.35

A great scholar has married a beautiful young girl and gained domination over her mind until she has become his intellectual slave. Her sudden realization, revolt, and the remarkable occurrences that follow before her freedom is realized make a novel of interest and marked originality. More popular in nature and more sensational than any of Miss Harraden's previous works.

The Copp Clark Company, Limited

517 WELLINGTON ST. WEST, TORONTO

MG&S MG&S MG&S MG&S MG&S

"THE RED WATCH: With the First Canadian Division in Flanders"

By COL. J. A. CURRIE, M.P.
Cloth, with Maps and Illustrations, $1.35

Telling how the Heroic Canadians won Immortal Fame in Stemming the Tide of the Onrushing Germans at the Battle of St. Julien, with other stirring experiences of the First Canadian Contingent and more particularly of the Canadian Highland Battalion, known as "The Red Watch," this book is pre-eminently the greatest of Canadian war books.

Col. Currie, the author of this book, was the original commander of the 15th Battalion.

The information his book contains is for the most part entirely new. Colonel Currie tells little of his personal work, but the script indicates the worries and duties of a battalion commander, particularly in the early stages of the war. He tells how he, along with other officers, crawled for miles over Flanders, and how the officers, every one, fought with revolvers and rifles alongside their men in the half-made trenches; how the gas affected the soldiers, and how the Germans soon learned to respect the Canadians. Colonel Currie himself was gassed twice.

One of the many pictures is of a muster of the Canadian Highlanders after the Battle of Langemarck, when only 212 out of 1,034 responded to the muster call.

BOYD CABLE'S NEW BOOK
"ACTION FRONT"

Cloth $1.35

Morning Post, London.—"We have no hesitation in saying that the second Boyd Cable book is as good as the first, perhaps a trifle better."

Daily Telegraph, London. — "This is a wonderful book — stimulating, enthralling."

N.Y. Press.—"This is an inspiring piece of work. You cannot read this thrilling book on the war without coming close to the heart and meaning of this titanic struggle of the trenches."

"BETWEEN THE LINES"

By BOYD CABLE
Cloth $1.35

Continues in big demand, and its superiority as a book actually mirroring conditions and experiences of British soldiers in the trenches will mean sales of two books instead of one to those of your customers as yet unfamiliar with Boyd Cable. "Action Front" and "Between the Lines" are a brace of books that can be depended upon to keep in the lead among the best selling war books this autumn.



THE FIRST SEVEN DIVISIONS

By Lord Ernest Hamilton
Buckram $1.50

This book by Lord Earnest Hamilton, is a detailed account of the fighting from Mons to Ypres, and is the best history yet written of the operations of the Expeditionary British Force during the terrible first three months of the war.

Of this book the London Daily Mail says: "—will hereafter become such a classic as Napier's 'Peninsular War'—a book which no self-respecting Englishman or woman should fail to read."

The author had exceptional access to the vital facts presented in this most notable book. It is a volume to be treasured and re-read.

PRIVATE GASPARD

By RENE BENJAMIN
Cloth $1.35

Hundreds of thousands of this book have been sold in France.

It is an extraordinary book—Gaspard is so real that he almost shocks. He is the unadorned French Tommy Atkins—Mulvaney—Otheris and Learoyd in one. This book classes with Kipling's "Soldiers Three." This book received the prize of the Academie Concourt.

If you want to know about the war, read "Private Gaspard." For in spite of the overwhelming and multitudinous number of books on the subject, the chances are that you don't know war. Knowledge of it is not easy communicable. Narrative cannot tell it. Description cannot show it. But the character of Gaspard—the everyday life of Private Gaspard—gives it to you.—N. Y. Times.

The spirit of Gaspard is the spirit of France—gay and brave even in the face of death.
Canadian booksellers have an opportunity to achieve a record in sales with this living, palpitating book.

McCLELLAND, GOODCHILD & STEWART, Limited

PUBLISHERS ∴ 266-268 King Street West ∴ TORONTO

MG&S MG&S MG&S MG&S MG&S

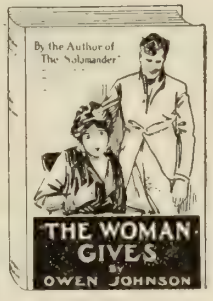
THE TWO BIGGEST NOVELS OF THE YEAR

THE WOMAN GIVES

By Owen Johnson

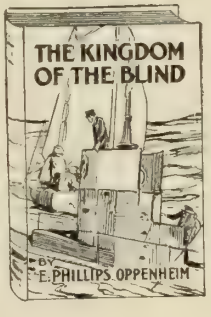
$1.40

Pictures by Howard Chandler Christy



On the top floors of Teagan's Arcade, the back door of New York's New Bohemia, lived a queer collection of people; Inga Sonderson, who made posters and magazine covers; St. George Kidder, known as "Tootles," a young painter; Flick Wilder, his room-mate, a literary hack; Myrtle Popper, manicurist; Belle Shaler and Pansy Hartman, artists' models. Barely nodding to one another, they might have continued living thus indefinitely but for two happenings — the accident of King O'Leary's meeting Tootles, and the mystery of Dangerfield's coming to the studio. A resolute woman determines that the life of a talented man now crushed by adverse circumstances, shall not be wrecked. Women are the givers of this world, and men take their love, devotion and beauty with carelessness, and always as they get less the givers give more. So Inga Sonderson, subtly gifted, beautiful, having much to give, gives much and counts not the price so long as she gains her object—the regeneration of a man. As you read you joy in the youth and love of Bohemian life, you are enthralled by the mystery of Dangerfield's past and touched to the heart by the greatness of Inga's sacrificial spirit.

THE COMING BEST SELLERS



THE KINGDOM OF THE BLIND

By E. Phillips Oppenheim

$1.35

Frontispiece by F. Vaux Wilson

Why did the German submarine campaign fail?

Why was the Kaiser twice unable to make peace with France?

Why was England's great financier placed under surveillance?

E. PHILLIPS OPPENHEIM'S NEW NOVEL TELLS YOU.

Mr. Oppenheim's new novel might be called the inside story of one of the supreme though secret struggles of the war — the fight of the British War Office against the German Secret Service. While it is fiction it gives a real insight into some of the most puzzling situations of the whole war, and answers convincingly questions you have been unable to find any answer for. Chief among the characters are Sir Alfred Anselman, London's greatest financier, and his nephew, Captain Granet of the British Army, both traitors to England because of their blood heritage, both working craftily for German success without arousing suspicion or opposition other than from one man, Hugh Thompson,, Surgeon-Major in the Hospital Service, in reality the head of England's Military Intelligence Department and a man of brains and courage hampered by the conservatism of the civil authorities. There are many thrilling events in the story, among them the sinking of a hospital ship by a submarine and a Zeppelin raid on London. A strong love interest and an absorbing plot make "The Kingdom of the Blind" a gripping, thrilling and consistent tale that you can't put down or forget; and through it all there is an accurate picture of England's slowness in realizing the extreme gravity of her situation.

READY OCTOBER.

McClelland, Goodchild & Stewart, Limited

266 KING STREET WEST **TORONTO, CANADA**

IMPERIAL NEWS Co., LIMITED
TORONTO, MONTREAL, WINNIPEG

6 CENTS SIXPENNIES 6 CENTS

Think of it! Six cents—and that in the face of higher prices, higher freight rates, higher costs all along the line. We have only a few thousand at this price. Good titles, good covers; extra good in fact. If you want to see value and quality, send at once for samples. This lot certainly won't last long.

AMERICAN PAPER NOVELS

All the year round sellers—7½ cents each; 7c in two-hundred lots. *The Alert Library, the Alger Books,* such authors as Holmes, Southworth, Garvice, Clay, etc. *The Modern Authors*—a hundred titles, every one a good seller, 8½c. Handsome cloth bound books, the biggest value obtainable—send for samples. Prices from 10c up.

BOOK RACKS—DISPLAY STANDS

Send for descriptive circulars. We have stands and hangers all kinds in stock. Use these for window and counter display, they will make you money—stock will turn over faster.

Pencils, Pens, Rubbers, Clips, Parcel Straps, Etc.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. **TORONTO: 93-95 Church St.** **WINNIPEG: 376 Donald St.**

IMPERIAL NEWS COMPANY
LIMITED
WINNIPEG

Wholesale agents for *all British Periodicals.*

Saturday Evening Post
Country Gentleman
Ladies' Home Journal
Cosmopolitan
Good Housekeeping
Harper's Bazaar
Motor and Motor-boating
Jack Canuck

A splendid selection of British and American novels always in stock.

Write for Price List.

Can You Resist the Temptation

to see your customer smile. If you do it's a great mistake. We are satisfied to take a smaller margin of profit with the hope that it will also make our dealers happy.

"Joke Books"
make everyone smile.

This offer is open for one month only:

	No. Titles	Retail	Cost
Small Joke Books..	35	10c	$4.75 per 100
Large " " ..	40	25c	7.50 per 100
"Jackson" " ..	6	25c	14c each

Moving Picture Story Books

"Goddess," "Perils of Pauline," "Exploits of Elaine," "Mirandy," "Steve of Bar G. Ranch," "Misleading Lady," "Ghost Breaker." 16 Titles. Marked retail price 15c. Trade 10c each. No limit to quantity ordered.

Imperial News Company
Limited
254 Lagauchetiere Street, Montreal

"The Book of the Year"

Not the crimson of war, but the grey; not the glories of clashing heroism, but the endurance of those who bring succor on the plains.

Simple, unaffected but deeply moving, a book you should not miss.



At the outbreak of War the Author, who holds the rank of Captain in the Field Ambulance, was actually undergoing training with the Territorial Forces, of which he is a member. After doing garrison duty on the coast, they were sent to France to fill the breach until the New Army was ready.

"The war has produced no more thrilling narrative."

"A fascinating story of those who are daily facing death in behalf of humanity.

William Boyd's

Professor of Pathology, University of Manitoba, Member of the "Royal Army Medical Corps" in Flanders.

WITH A FIELD AMBULANCE AT YPRES

BEING LETTERS WRITTEN MARCH 7—AUGUST 15, 1915

John Kelman, D.D., of Edinburgh, the famous author of "The Faith of Robert Louis Stevenson," "Among Books Old and New," etc., and one whose literary judgment is to be relied upon, says of William Boyd's new book:

"I have never seen anything of such vivid power and such literary quality in the whole literature of the war. The blend of living experience, literary quality and reference make it unlike any other personal narrative that I have come across."

There are few in Canada who will not be interested in this intensely human document, telling of the general condition in which our Canadian soldiers are living at the front. Mr. Boyd has passed through many interesting and exciting experiences, mostly along that part of the line from St. Eloi to Ypres and Hooge, where the Canadians were engaged in so desperate a struggle and played such an important part. This record in diary form is likely to remain the most graphic account by an eye-witness of the famous struggle that has yet been written. The letters in the volume were written in the kitchens of French farm-houses, in muddy dug-outs, and other unromantic places, in most cases within twenty-four hours of the things described. It is a record of facts, experiences and emotions written before the facts had become tinged with fiction, the experiences had lost their original sharpness and the emotions had been erased by the living finger of time.

A book which, we believe, will be read years after the war is ended.

The volume is illustrated from six interesting and unusual photographs by the author.

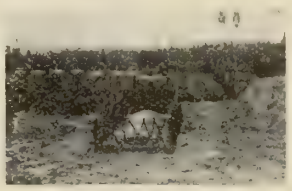
Illustrated. Cloth, $1.25 Net.



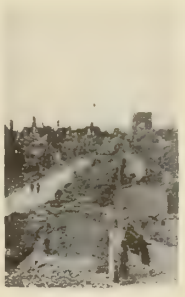
The Chancel, Ypres Cathedral.



Canadians Suffering from Gas Poisoning.



A Soldier's Cemetery.



The City of the Dead.

THE MUSSON BOOK CO., LIMITED
TORONTO

A Wonderful New Edition of the Children's Favorite

THE "REAL" MOTHER GOOSE

With 177 colored Illustrations by Blanche Fisher Wright and 313 verses, it represents the best value in the famous jingles ever offered to the public.

Cover by Milo Winter. Now ready. $1.50.

Other New Juveniles for 1916:

ADVENTURES OF SONNY BEAR, by Frances Margaret Fox. Sixteen full page illustrations in color by Warner Carr. Twenty in black and white.
Cloth, 12mo, 80 pages, jacket in colors ..Net $0.50

ALICE IN WONDERLAND and **THROUGH THE LOOKING-GLASS,** by Lewis Carroll. Fourteen full page illustrations in color by Milo Winter.
Cloth, 8vo, 242 pages, jacket in colors....Net $1.35

ANDERSEN'S FAIRY TALES, by Hans Christian Andersen. Fourteen full page illustrations in color by Milo Winter.
Cloth, 8vo, 286 pages, jacket in colors ....Net $1.35

BOBBIE BUBBLES, by E. Hugh Sherwood and Maud Gridley Budlong. Forty illustrations by Sherwood.
Cloth, sq., 12mo, 72 pages, jacket in colors.Net $0.50

I WONDER WHY? by Elizabeth Gordon. Sixteen colored and 48 black and white illustrations by M. T. (Penny) Ross.
Cloth, 12mo, 74 pages, jacket in colors....Net $0.50

LAND OF DON'T-WANT-TO, THE, by Lilian Bell. Ten full page illustrations in color and 25 in black and white by Milo Winter.
Cloth, 8vo, 212 pages, jacket in colors $1.25

PLAYDAYS ON PLUM BLOSSOM CREEK, by Arland D. Weeks. Sixteen colored and 16 black and white illustrations by Warner Carr.
Cloth, 8vo, 96 pages, jacket in colors....Net $0.75

WHEN LITTLE THOUGHTS GO RHYMING, by Elizabeth Knobel. Ten full page illustrations in color and 35 in black and white by Maginel Wright Enright
Cloth, 8vo, 96 pages, jacket in colors ....Net $0.75

ALL NOW READY

Rand McNally & Co.
CHICAGO

Canadian Representative:
THOS. ALLEN - Toronto
219 Victoria Street

W. S. PAINE & CO.
PUBLISHERS
HYTHE, KENT

Books for the War

FIELD PRACTICES. By Major Brandreth, Hythe Staff, 1/ nett.

NOTES ON FIRE ORDERS. By Lieut. Coffey, Hythe Staff. 6d. nett.

NOTES ON MUSKETRY TRAINING. By Serg.-Major Rakes, C.E.F. 6d. nett.

HANDBOOK OF THE COLT GUN. By Capt. Johnston. 1/6 nett.

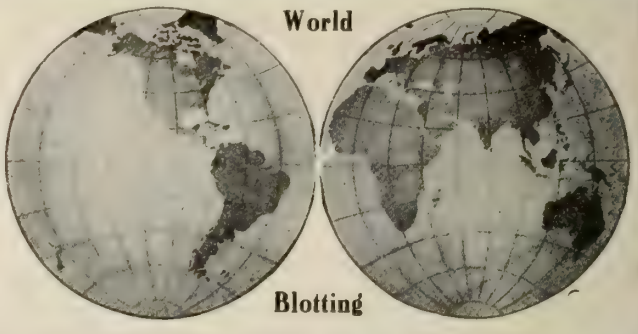
INSTRUCTIONAL HANDBOOK OF THE ".303" LEWIS AUTOMATIC MACHINE GUN. By Hythe Staff. 1/ nett.

THE COLT AUTOMATIC MACHINE GUNNER'S HANDBOOK, including **MACHINE GUN PROBLEMS and SOLUTIONS.** 4s. 6d. nett.

THE MACHINE GUN OFFICERS' PROTRACTOR. By Capt. Charteris (Hythe Staff), in copper, in case complete. 6s. nett. Is indispensable to all Machine Gunners.

INDIRECT FIRE WITH MACHINE GUNS, fully illustrated. 4s. 6d. nett.

TO BE OBTAINED OF
MESSRS. McCLELAND, GOODCHILD & STEWART
TORONTO
AND ALL BOOKSELLERS



Unquestionably the best

The superior absorbency and durability of "World" Blotting has made it the unmistakable favorite blotting during the past thirty years.

"World" Blotting is made entirely from selected cotton rags—there is no filler whatever used in its manufacture.

We also manufacture cheaper grades which are the best obtainable values at the prices charged. "Albemarle Half-Tone" and "Albemarle Enameled" Blottings are splendid for printing and lithographing.

ASK FOR SAMPLES.

The Albemarle Paper Mfg. Co
RICHMOND, VA., U.S.A.

Scribblers, Exercises, Note Books, Foolscap, Writing Tablets, Drawing Packages

CARTRIDGE DRAWING PAPER
in Pads and Packages size 6 x 9 and 9 x 12, to retail at 5c and 10c each. To the trade 40c and 80c per dozen.

PRESTO ERASERS
The best soap erasers on the market.
To retail at 1c each, 2 for 5c, 5c and 10c each.

PRANG'S WATER COLORS
and Crayons. The Standard High Grade Water Colors. Retail at 25c, 30c and 35c each. Crayons at 10c each.

SCHOLARS COMPANIONS
Made in Japan. The most beautiful line on the market in slide and lock style to retail at 10c, 15c, 20c and 25c.

Pencil Assortments
Connaught and Britannia. Two splendid assortments of beautifully finished pencils, each containing six dozen. To the trade $2.25 per assortment.

SCHOOL GOODS

NOW is the time to ensure having a complete stock of **School Supplies.** Conditions are such that all dealers should check up their stocks carefully and order plentifully. Business will be good this Fall, and supplies harder to procure, with an upward trend of prices. Lay in a good stock now and increase your profits.

CLARK BROS. & CO., Limited, WINNIPEG

MANUFACTURERS — WHOLESALERS



PLAYING CARDS
MADE IN CANADA
Bicycle No. 808

Ivory or Air-Cushion Finish.



FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.

Ribbing up the Liberal Party

HUNDREDS of men whom you know and sell to are tremendously interested either as supporters or opponents in the future of the Liberal party—in its policies, politics, and leaders. And these hundreds of men—Conservatives and Liberals alike—will want to read Gadsby's "inside" story of what is going on behind the scenes in the ranks of Liberalism in Canada.

Gadsby is "next" to big men at Ottawa and elsewhere. His ear is to the ground all the time. He is a pungent writer with a most incisive style, and he fairly scintillates in his article in the October MACLEAN'S—"Ribbing Up the Liberal Party."

This article will be followed in the November issue by another "inside" story of doings and movements in the Conservative party. Read the first of the series in

MACLEAN'S MAGAZINE for October

Some Toronto Liberals are bent on pushing Mr. Rowell, leader of the Ontario Opposition, to the front—as Sir Wilfrid's successor. And Gadsby reveals a great deal else of sensational interest. You can "cash in" on his article in **MacLean's.**

Other Good Things in the October MacLean's

Is Permanent Peace Possible?—by Stephen Leacock (in the role of a professor of political economy). Frequently Leacock doffs the mantle of the humorist, and dons his academic gown and speaks with an earnest seriousness—as a student, teacher and deep thinker. In this article, Is Permanent Peace Possible? he writes to make men and women think.

The Presidential Situation in the U.S.A. by Agnes C. Laut. Miss Laut says that the German-Americans will support Wilson rather than Hughes, and gives her reasons. This is quite a contrary view to that commonly held, for we all know that the Hyphenates were "sore" on Wilson a few months ago. What has changed them? Mis Laut tells.

The Man from Athabasca by Robert W. Service. Another "At the Front" poem by this Kipling of Canada. The stirring tale in verse of an old Athabasca trapper who left the hunting grounds of the Far West to do his bit in France and Flanders. A fine thing, this poem, admirably illustrated.

Present Day Stage Favorites in London—tells of London's play-people who are entertaining the Canadian soldiers in London, at the camps and in the hospitals. Profusely illustrated.

Arthur Stringer and Arthur E. McFarlane continue their fine serials—The Anatomy of Love, and Behind the Bolted Door?

Robert J. C. Stead, a young Western poet of great promise, contributes verse entitled "In the Wheat."

"Janey Canuck," Canada's First Woman Magistrate—a sketch of Mrs. Arthur Murphy, and incidentally a story of a phase of the Woman's Movement in Western Canada.

Review of Reviews—The best thing from the best periodicals, condensed for busy readers. One of the most prized features of every issue of **MacLean's.**

THE Mission of MacLean's Magazine is to give the Canadian people a **Canadian** magazine of the highest type and interest and to promote the spirit and progress of Canadian Nationality. Your co-operation in these commendable objects of **MacLean's** publishers is solicited. We have all much to gain by putting Canada first in sentiment, business and affection.

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

SEPTEMBER, 1916

Vol. XXXII—No. 9

Next month will appear BOOKSELLER AND STATIONER'S thirty-second Autumn Annual.

This announcement is of interest and importance to the whole trade—will be to the retailers because this big number will be unusually rich in information about merchandise sold in book and stationery stores and about good plans for profitably selling that merchandise.

It will be equally valuable to those wholesalers, publishers and manufacturers who will be represented in it with good, strong, informative advertisements, setting forth what they have to interest the retailers.

In the editorial pages the dealers will get good, sound suggestions and plans set forth ready for their adoption, to help them in Autumn and Holiday business particularly, but its scope will be more extended than that; due attention will also be paid to advance information about the trade in the early part of 1917, including Valentine and Easter trade.

Space will not permit a lengthy recounting of the various editorial features of the AUTUMN ANNUAL. Suffice it to say here that there is a great store of practical trade information in store for booksellers throughout Canada who will be getting this big number and by no means the least important will be the messages to the retail trade that will be contained in the advertising pages, which is only natural, such messages being addressed direct to the retail merchants from the wholesalers having goods for them, which they can sell at a good profit.

TO MANUFACTURERS, JOBBERS AND PUBLISHERS.

Advertisements are coming in for the AUTUMN ANNUAL from big jobbing houses, from manufacturers of various goods sold in stationery stores, and from leading book publishing houses. These advertisements are coming from British firms and from the United States, as well as from Canada.

This is an evidence of the extraordinary value this issue will have for the retailers, as well as of the enhanced advertising value of this number.

The merchant has confidence in what he sees advertised in his own trade paper, and in BOOKSELLER & STATIONER he sees announcements from none but reputable concerns.

All representative firms should have good publicity in this AUTUMN ANNUAL.

Write NOW WHILE THIS IS BEFORE YOU, and reserve adequate space.

No increase over regular rates:

Full page, $35. Half page, $20. Quarter page, $12. Eighth page, $8.

Copy must reach office of publication by OCTOBER 1st.

WE CARRY IN STOCK

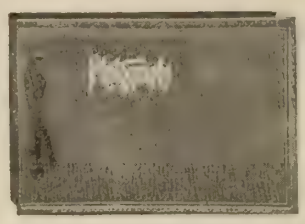
All the popular sellers in the Joseph Dixon Crucible Co.'s line of Pencils. You will find it distinctly to your advantage to feature THE SOVEREIGN as your 5c leader.

CHALKS AND CRAYONS

The full stock of the goods made by The Standard Crayon Mfg. Co. here for the quick filling of your orders of crayons to retail at 1c, 5c, 7c and 10c. School chalks, white and yellow, enameled, and "Standard Omega Dustless," the premier blackboard chalk of the world.

TRUSSELL Loose-Leaf Memos

Full line of triple-ring memo books, Standard punching, in all bindings and sizes. Look up your catalogue and get our proposition on the cheapest of all split-ring memo books.
RETAILS AT 25c!



HOLMAN ALBUMS

For Photographs

We have a very large stock of

Snap Shot Albums

in all sizes, in Cloth, Kerotol, and Leather Bindings, Loose Leaf and Bound.

Vacationists are returning home now and will be looking for *Albums* to take care of their snap shots. The prices on *Albums* are advancing fast, and it will pay you to buy now if you need any this year.

We can fill your orders promptly for any of these goods.

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' AGENTS 266-268 KING STREET WEST, TORONTO

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by
IDEAL SPECIALTIES MFG. CORP.
NEW YORK
A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ACTUAL SIZE



SEE THOSE PRONGS?

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

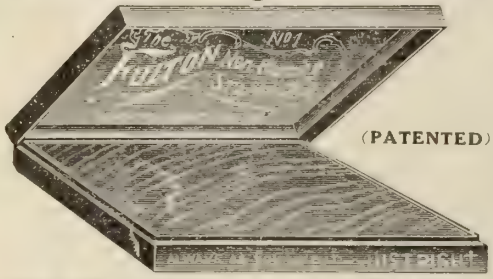
Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

The "FULTON"
Non-Blurring Wood Pad



(PATENTED)

No. 0—2½ x 3¼ in. No. 1—2⅞ x 4½ in.
No. 2 3⅛ x 6½ in.
BLACK RED BLUE GREEN PURPLE

The Only Perfect Way of Inking a Rubber Stamp

The superiority of the "Fulton" Non-Blurring Wood Pad over the felt pad is best demonstrated in this warm weather. The felt pad gets soft and "mushy" *but just the right quantity of ink will always flow through the open pores of the chemically treated wood to insure a clear, clean impression.* It offers a hard, firm inking surface which gives a perfect impression *every time.* Does not injure the stamp; unaffected by atmospheric conditions or wear. Pad is reversible, really two in one.

Your customers will appreciate your thoughtfulness in calling this pad to their attention and you will reap a very satisfactory profit.

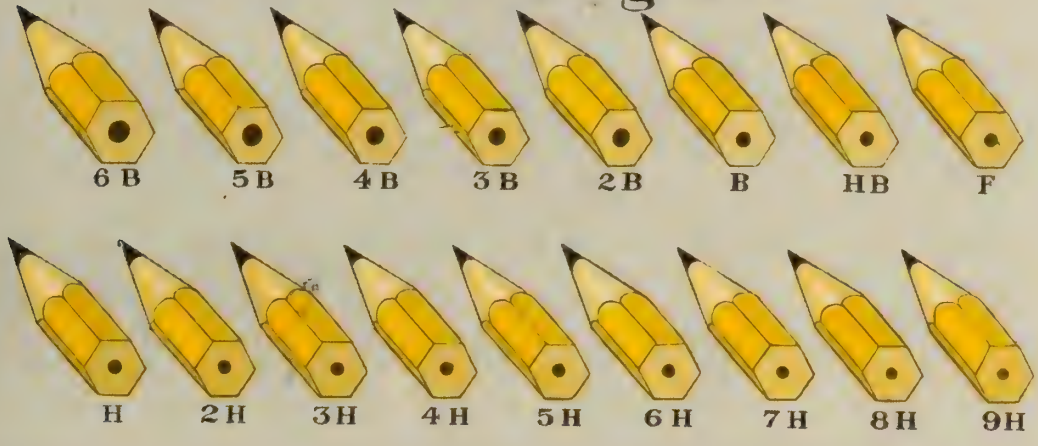
FULTON SPECIALTY COMPANY

(Formerly Fulton Rubber Type Company)
128-142 FULTON STREET ELIZABETH, N. J.

DIXON'S ELDORADO

"the master drawing pencil"

Made in 17 Degrees



DIXON'S ELDORADO—**the master drawing pencil—represents the most scientific achievement in pencil making. The leads have a maximum degree of smoothness, uniformity, strength and long wearing quality.**

Made in JERSEY CITY N. J., U. S. A., by the

JOSEPH DIXON CRUCIBLE COMPANY.

Canadian Representatives:

A. R. MacDOUGALL & CO., Ltd., TORONTO, ONT.

Sell eleven—each for $1.00

Parents, Schools and Children will want every one of the eleven volumes in this series. Sell one and orders for the remaining ten will surely go to you—that is, your profit becomes multiplied eleven times.

You know how keen parents are nowadays to give their children books of value—books that will not only entertain, but also inform and divert children—help them discover their "bent," and teach them to do useful things. This is the tendency of modern educational theories and practices—to promote vocational training. And so have been prepared the

WORK AND PLAY BOOKS—11 Volumes

—a really monumental work of *practical* information, and more than information, for the books unite to *action*. These books, as a set, constitute a library on Arts, Crafts and Employments of huge appeal to parents—the children themselves and to teachers. They are an encyclopedia of permanent and never-lessening value, worth to those who possess them infinitely more than their money-cost. The eleven volumes have titles as follows:

CARPENTRY
GARDENING
HOUSEKEEPING
NEEDLECRAFT
OUTDOOR WORK
ELECTRICITY
HOME DECORATION
MECHANICS
OUTDOOR SPORTS
WORKING IN METAL

The Set Contains
4,000 pages of Text
2,000 Illustrations
98 full page Illustrations

Each Book Contains
a Colored Frontispiece
8 full page Illustrations
Hundreds of Line Cuts

Guide and Index.—The final volume is not only a guide and key to the complete set, but is a comprehensive cross-reference index which in itself comprises more than 200 pages. An invaluable volume, which keeps alive everyone of the ten subject volumes.

The Argument.—It is good business on your part—a retail bookseller—to promote the sale of books of this type: books, the sale of one of which make additional sales. Also, these books increase the book-reading and book-buying habit *among the younger* generation, and these are your future hope. Books of this character are usually sold by subscription at three times the price you can sell them for. Now you have a chance to obtain this business for yourself.

Show parents these books. They will make the very best birthday and Christmas gifts—ideal books for these occasions. Show teachers them and get orders for school libraries. Many fathers and mothers can be induced to order the complete set, for immediate delivery, or at the rate of one volume a month.

We have leaflets, in colors, descriptive of these *Work and Play Books*. Send for a quantity, and distribute them among homes where children are. Order a complete set, and make a window showing of them.

S. B. GUNDY, THE OXFORD UNIVERSITY PRESS
60 Richmond Street West, - - Toronto, Canada

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. SEPTEMBER, 1916 No. 9

IN THIS ISSUE

Good Trade in Military Specialties

Developing County Fair Trade

Pencil Day as a Trade Booster

Selling Loose-Leaf

Toy-Making in Canada

The Best Selling Books of the Month

Monthly Record of New Books

Good Outlook for Wallpaper Trade

New Goods Described and Illustrated

Cardwriting Made Easy

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234. Cleveland, R. G. Langrill, 3112 Euclid Ave., Telephone Prospect 1026R.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year; other countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

Two Books of Great Appeal

The books advertised below are decidedly unusual. They are not sermons in the way they are written, yet they preach something—the kind of preaching a good many of us need.

The Eternal Question is not always or only Woman. Sometimes it is Getting on in the World—making the World pay us the money we are worth, and giving us the recognition to which we are entitled. These two books, as described below, have to do with the *two* Eternal questions—our Pay and Place; and our relation to Woman. So you see that these two books ought, by right, to be Big Sellers *with you*.

Skinner's Dress Suit

Skinner is cashier in a large manufacturing and jobbing house. For many years he has practised strict economy, especially in the matter of clothes for himself, in order to lay by something for the future. Finally nerving himself to ask for a "raise," he is refused, but not wanting to tell his wife the bad news he plans to pay her an extra ten dollars a week out of his own savings, in order to give her the impression that he has been successful in his request. She at once insists upon his buying, for the first time, a dress suit.

This is the beginning of a new scale of expenditure, one step leading to another. Skinner, who is a man of real ability and attractive character, has been kept down by his own shyness and also by the lack of a dress suit. As time goes on he learns to dance, goes out more in society, and begins to feel the force of his own personality. His employers, noticing his change in living, begin to be suspicious and decide to send him West to recover a lost customer who has resisted all advances from members of the firm, thinking that while he is engaged on this wild goose chase they can have an expert accountant go over his books. The books, of course, are found all right. By a clever device Skinner succeeds in recovering the customer, returns triumphantly to New York, and is made a member of the firm.

The story is very gay and readable.

The Sins of the Children

In this vital American novel the author takes up the relationship between father and son, and without pedantry or dogmatism shows that the sins of the children arise for the most part from the neglect—wilful or unconscious—of the parents, especially of fathers.

The story is built up around an American family, the eldest boy going from Harvard to Oxford as a Rhodes scholar. The second son is on Wall Street. And of the two daughters, one is a debutante and the other attends a fashionable school.

The scenes are mostly laid in New York, where the father is a famous bacteriologist—a very distinguished, high-minded man, who is, however, devoid of the gift of making himself a friend to his children. It is only by a series of divine accidents that the young people of this family are rescued from the grave mistakes and mishaps into which they wander with blind eyes, aided and abetted by an attractive young English waster—the sort of superindividualist who has been created by that condition of over-civilization which reigned in England before the war. It is a story of endless thrill and romance, perhaps the most thought-provoking novel of American family life that has been published in recent years.

Dodge's Book

has to do with Success in Business—and we are all tremendously interested in this type of book.

Cosmo Hamilton

in his book develops his work on behalf of the younger generation—the work which he began in "The Blindness of Virtue."

SKINNER'S DRESS SUIT

BY HENRY IRVING DODGE. Illustrated. $1.00 Net. (To be published September 30, 1916.)

THE SINS OF THE CHILDREN

BY COSMO HAMILTON. 12mo. $1.40 net. Ready October 14, 1916.)

These two books will surely be among the Best Sellers during the coming season, and you will be quite safe in placing liberal orders for both titles. Each book has an attractive sales-making jacket. Read these books yourself. You'll enjoy them greatly; and you will then be able to recommend them with positive power.

BOOKS OF MERIT

Thomas Allen, Publisher

215-219 Victoria Street - Toronto

BOOKS OF MERIT

Editorial Chronicle and Comment

THE BOOK TRADE

IN almost every bookstore there is an accumulation of old books which, if not sacrificed, will go on filling space as dead stock, year after year. It is far better to clear such books out at five or ten cents each than to keep them on the shelves from which they will probably never be sold at the price they are listed in the annual inventory. This fictitious value in stock-taking is one of several ways in which many a merchant "fools himself." Ultimately he learns this to his cost, when a pinch comes and he needs money. To avoid any such contingency, he should be on the *qui vive* at all times to keep his stock clean. This means close application on the part of himself and staff in keeping up an intimate knowledge of every item included in stock. Then there will not be the danger of dead stock accumulating because it will readily be observed when demand slackens and this will be most valuable information as a guide for the buyer.

The book business, more especially school book trade, has long been a bugbear with retailers and the tendency has been strong in recent years to put forth the most vigorous efforts in developing the stationery end of the business.

Why not let there be a general aggressive plan to include the book business as well as stationery?

There is great scope for building up business in bookselling and no reason why those merchants who have succeeded in forging ahead, notably so far as their stationery trade is concerned, but who have been practically "stationary" as respects their book business, should not similarly increase their annual turnover in the sale of books.

These remarks hit a lot of Canadian retailers whose stores are known as "bookstores," that however, being in reality a misnomer.

Some day these men are going to see the light—and it may break in on them in a manner that will be none too palatable, coming in the way of an evidence of successful achievement along this very line by their closest competitors.

The thing to do is to preclude such an eventuality by becoming real booksellers in every sense of the word and this, as has been indicated in the foregoing, means most intelligent effort and close application.

A NARROW VIEW

NOT a few Canadian wholesalers are to-day having considerable trouble in pacifying retailers who complain that shipments of English goods are slow in coming forward. Many retailers do not appear to realize that we are now doing business under war conditions. They do not fully appreciate that the English manufacturers are confronted with unprecedented conditions. The wonder of the whole matter is that the English manufacturers have tried to do business at all under such trying conditions. The manufacturers have been making a brave struggle, however, against tremendous odds.

EDITORIAL NOTES

THE CHEAPEST service is courtesy, the costliest a lack of it.

* * *

BAD LUCK does not exist: it is a ghost of the imagination that haunts bad judgment.

* * *

IF FREE from rancor, criticism may be constructive and valuable. Otherwise it is destructive and conducive to dissension.

* * *

BAD LUCK does not exist: it is a ghost of the imagination that haunts bad judgment.

* * *

THE Roumanians seem to be pretty good judges of just what is meant by the term "psychological moment."

* * *

FERDINAND Rex, in his capacity of business manager of Bulgaria Limited, will probably now be judged by his shareholders to have made rather a mess of things.

* * *

THE AIM of every merchant should be to build out of the present rather hectic prosperity the foundations for the permanent prosperity that should follow the end of the war.

* * *

THOUGHTS become words and acts which in turn become habits and by the time they are recognized, they are so deeply ingrained that the breaking of them—if they are bad ones—becomes next to impossible.

How to Develop County Fair Trade

Some Practical Suggestions on How to Go After it and Something About the Benefit That Will Accrue.

SEPTEMBER is County Fair month and despite the fact that September is always one of the very best months for business on the bookseller and stationer's calendar, he should take advantage of every opportunity to make it still better. Merchants situated in towns where county fairs are held have a mighty good chance to drum up a deal of extra business. People coming to these fall fairs are holiday-bent and this stimulates spending, but even at that depend upon it, they will look for value in the money they lay out. Thus, it will be easier to sell them useful goods than gim-cracks of a momentary interest. It should be the endeavor of the retail bookseller and stationer to put forward goods of a nature most likely to appeal to these fall fair visitors, but first of all plans should be laid to make the bookstore the most attractive in the town, thus it will naturally attract the people. As a means to this end the suggestion is offered that the store front and windows should set off by a display of a distinctly farm type, different kinds of grain on the stock, may be cited merely as one suggestion in this connection.

As already hinted these visitors are almost invariably of an unusually "careful" type. They will for instance respond to the suggestion of anticipating wants in the way of articles to be given away to their friends at Christmas time. Thus, for instance an advance showing of gift books and also toys will prove good business-getters.

Souvenirs of all kinds associated with the stationery and novelty trade should be well featured and adjacent to the post card rack there should be accommodation in the way of a table, pens and ink to enable people to write the cards in the store.

Merchants who include china in their stock will find this line to carry special interest for these country visitors.

Another good idea that will prove valuable for future use will be to get a list of names of these fall fair customers. This can be done by getting them to sign a card entitling them to receive circulars or catalogues to be sent out later or by simply having a registry book.

There should be plenty of signs about the store, in the windows, to gain attention and a streamer outside the store might well be used as a means of impressing upon the visitors the particular interst your store has for them.

The merchant should not minimize the good to be done by action somewhat along line of the suggestions offered in the foregoing, even though the fall fair in his town may be only a small one, bringing comparatively few visitors to town. It must be remembered that the associations established with these people at such a time will be productive of valuable future business and this even more than the aggregate of the immediate business done during the fair will make this special effort most advisable and through it all, the enterprise thus shown will have a most beneficial effect upon the townspeople, furthering the favorable reputation of the store and appreciably enhancing its prestige.

"Pencil Day" as a Trade Booster

CANADIAN stationers on the lookout for new selling ideas will welcome the following scheme for boosting lead pencil sales as outlined by a writer in the "Five and Ten-Cent Magazine:"

The store that can get the interest and enthusiasm of the school children behind it is sure to profit by their friendship.

Only a man who has been in the retail business for ten years knows how quickly the children who to-day are only out with their parents, grow to an age when they are doing their own buying and doing it where they were treated nicely as youngsters.

It pays to put into effect special plans for the purpose of interesting the children in the store to the extent of making them want the goods for sale there. It pays because they go right home and demand the money with which to buy what they want. And if there is anyone whose demand is insistent and persistent, it is the small child.

Every child of school age and every child below or above school age uses more or less lead pencils. Pencils are not expensive. They can be sold at retail, as you all know, from one cent up, and afford at any of the intermediate prices a fair percentage of profit.

Children like new, long, brightly-colored pencils. They never have too many. They rarely have enough. The more they have, the faster they use them up. To give a child half a dozen pencils does not mean that they will last six times as long as one pencil given at a time, any more than half a dozen cigars bought at one time will last a man six times as long as six cigars bought one at a time.

Announce a "Lead Pencil Day" at the store. Lay in an ample supply of brightly-colored pencils with highly polished surfaces, getting many different shapes and designs and colors.

Advertise that on "Lead Pencil Day" a fine new pencil will be given free with each cash purchase amounting to 25c, and that on a larger purchase a pencil will be given for every 25 or 50c in value.

Dress your windows with the pencils. Send advertisements around to all the schools, printed on dodgers or blotters. See that every child within ten miles of the store understands that on "Lead Pencil Day" there will be a chance to get one or more shiny, new pencils for nothing.

Arrange a sort of bin in which the pencils are placed loose, the cheaper and the better ones all together. Let the youngsters pick out the pencils themselves.

Place a clerk in charge of the pencils, and unless the store is small so that each person selling the goods can wait for the child to pick out the pencils going with them, give a coupon with the sale so that the coupon may be taken to the pencil clerk and exchanged without delay or red tape.

Don't think that this plan is a penny affair or that it will not produce any interest. Leave it to the children to get folks there to buy and they will do it if you make them all acquainted with the plan.

News of the Month in the Stationery Trade

WON DISTINGUISHED CONDUCT MEDAL

Readers of "Bookseller and Stationer" will be interested in reading the following account from the Brandon Sun of how Sergeant L. A. Cuff, formerly manager of E. L. Christie's book and stationery store at Brandon, won a distinguished conduct medal:

"The many Brandon friends of Sergeant L. A. Cuff are delighted with the recognition he has won, and take particular pride in the conferring of the Distinguished Conduct Medal on this gallant fellow. The honor was awarded for his bravery and devotion to duty in the big battle of June 2nd, 1916, when he assisted Lieutenant Percy Wood Beatty, of the Machine Gun Detachment of the First C. M. R.'s, in the gallant stand they made after losing all the machine guns but one, which they were able to fix up temporarily, and hold the position until relieved. For his share in the event, Lieut. Beatty was awarded the Military Cross. Sergeant Cuff returned to the front line trenches on July 26th.

"The Distinguished Conduct Medal was awarded 'for bravery and devotion during an enemy attack. For thirty-six hours he commanded a machine gun. The crew and equipment were buried and the tripod destroyed. Notwithstanding heavy continued fire he managed to get spare parts and keep his gun in action.

"Sergeant Cuff, known to thousands as manager of E. L. Christie's retail store, joined the C.M.R.'s as a private about the first of March, 1915, and was promoted to Sergeant before leaving for overseas on June 8th.

"In England he qualified as a Sergeant and went to France on August 17th as machine gun instructor, having graduated with honors in the handling of Colt, Lewis and Vickers guns."

* * *

Garen & Weir is the name of a new firm that has just purchased Cooper's bookstore in Chatham, Ontario. Both young men have had valuable experience in the book and stationery business as salesmen, and as they are live and progressive, a good career is assured for the new firm. "Bookseller and Stationer" extends a welcome to the newcomers in the ranks of book and stationery merchants.

* * *

Bert Popham, of the selling staff of W. E. Coutts, manufacturers' agent, selling stationery lines, spent his vacation at Sparrow Lake, Muskoka.

* * *

SALESMEN'S CONVENTION

Thirty-eight members of the sales force of Eaton, Crane & Pike Co., held a convention at the factory in Pittsfield, Mass., during the week ending August 19. The serious side of the business of the convention was enlivened by an enjoyable round of social entertainments.

* * *

IN THE "SLACK" SEASON

Apropos of the so-called "slack" season in the book trade, the havoc wrought in the publishing business by the paper famine occasioned by the war, the destruction of the reading habit by motor cars and movies, and the going to the dogs generally of everything connected with books, it is interesting to learn that one United States publishing house now has orders for 1,000,000 books beyond those they would normally manufacture in late summer and early autumn. This number of books, which will require 500 tons of paper to print, would alone keep the plant busy for three months. Persons who enjoy statistical pictures have an excellent opportunity here to figure out how many miles of paving stones this number of books of 12mo size would make—if they were paving stones instead of books.

* * *

A FINE GOLF SCORE

New amateur and professional records for the Weston Golf Club, Toronto, have been established within the past month. The "pro" mark was set by Percy Barrett, the club professional, pupil of Harry Vardon, who turned in two thirty-fives.

The amateur record belongs to E. S. Fowkes, who is the well-known representative of the Book Department



E. S. FOWKES.
"Some Golfer."

of The Copp Clark Company, of Toronto. The bogey of the course is 79, and contains some very fine golfing holes To beat bogey by six shots is playing exceedingly good golf.

The scores are as follows:

Professional, Percy Barrett:—

3 4 3 4 3 4 5 4 5—35
4 3 4 4 5 5 4 3 3—35

70

Amateur, E. S. Fowkes:—

3 4 4 4 5 5 4 2 4—35
3 4 5 5 3 6 4 4 4—38

73

* * *

Indications of the flourishing condition of the art publishing trade in the United States are big additions to plants by the Gibson Art Co., and the Sullivan Printing Co., both of Cincinnati, and the announcement that the Campbell Art Co., of Elizabeth, N.J., are to put up a new and much larger plant. Cincinnati has another new art publishing concern, known as the Art de Luxe Company.

SELLING IDEAS FOR RETAILERS

Specialized vs. General Purpose Window Display—Some Selling Stunts

CONSIDERING again the big question of window trimming it is in order to say a word in favor of the concentration method as against the general purpose method of display. Despite the contention frequently heard, that the ideal stationery window is one that will serve as index to the store itself, the writer still favors the specialized window display. It need not go to the extreme of showing but a single item of merchandise but the window should convey a distinct message to the those who stop to look at it.

It is an easy matter to try out the respective merits of the two methods: Put in a display one-half of the week which shows articles of many different makes. Then, in the middle of the week, take out your display and feature a special, and we venture the opinion the results will be sufficient evidence of the value of concentration in producing window displays that bring the business.

Prices, of course, must be fair, and should be fignred on a scientific knowledge of exactly what it costs you to conduct your business and what is represented by a reasonable profit. You cannot afford to guess at prices. You ought to know what your percentage of profit is on at least every important or ready selling line in your store—and what your competitor's prices are. There is always some hesitation about going into a store to ask the price of goods displayed in the window. That seems to be a trait of human nature. Put the price on the article, then, if both are satisfactory, you have not only aroused interest, but have made a sale.

"The store that cannot afford to hire a window man ought to make a window trimmer out of someone already hired."

* * *

Among the suggestions observed in running through some different United States trade papers may be briefly mentioned the following:

* * *

Whether used for free distribution as souvenirs or to be sold at a profit, stationers should in the summer months give due attention to such items as drinking cups, paper hats, ice picks, fly swatters, camphor balls, lemon squeezers, ice blankets, etc. The suggestion is also offered that these may be profitably sold to other merchants for use by them as premiums.

* * *

To boost thermometer sales a good idea is to have a bulletin board at the front of the store with a thermometer mounted at the side and with a line across the top with the wording: "The Temperature To-day." In the space below typewritten messages about goods for sale might be posted, special announcement of new goods shortly to be offered, in short news, these bulletins to be changed daily.

* * *

Have a lighted candle in your window and offer prizes to those making the nearest guesses as to the number of hours, minutes and seconds it will burn. The idea should be announced well in advance, having the candle in the window for a time before lighting it, telling the exact time when it is to be lighted.

* * *

"Don't fail to keep a scrap book of your own and other people's good advertisements. This will be handy for reference many times when you feel short of material for a good ad."

THE PAPER SHORTAGE AND THE PUBLIC

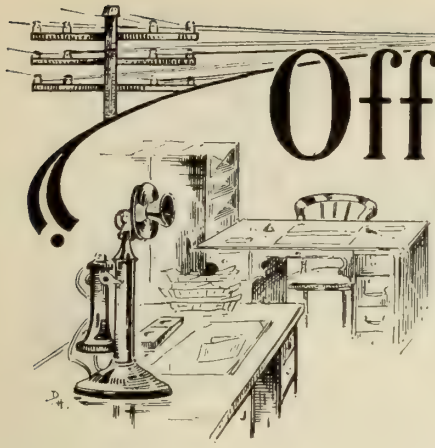
THE publishing industry in Canada is facing a serious crisis. Since the first of the present year there has been a growing scarcity of paper and a corresponding advance all along the line in prices. The publisher is literally at his wit's end to know what to do.

Since January 1 there has been a rapid and continuous advance in paper prices. During that period the best grades of paper, white coated, have gone up fifty per cent. A medium grade of coated which cost 6 cents a pound before cannot now be bought for less than 9 cents; and the mills are dodging orders at any price. Super-calender paper which formerly sold at $4.35 to $4.50 is now quoted anywhere from $7.00 to $8.25. Newsprint—the rough surfaced paper on which newspapers are printed—has advanced nearly fifty per cent. Many of the best grades of paper have been taken off the market entirely, the manufacturers finding it impossible to keep up the quality. There is, in fact, a very general depreciation in paper quality despite the staggering jump in the prices. And, despite the sky-high price levels, the manufacturers are compelled to refuse business or to defer shipments for long periods.

This condition is operating in two directions in its bearing on the publishing business. It is forcing publishers to economize on paper in every conceivable way. They are finding it necessary to reduce the number of pages printed. Lavish supplements, filled with special features of no particular value, are becoming a thing of the past. "Extras" are put out only when the news really warrants it. Newspapers, magazines, class papers, are all concentrating on the important problem of printing the really essential matter in the least space and eliminating all non-essentials. In this one respect, the paper shortage is going to prove a blessing in disguise. Publishers are also examining their lists closely, cutting off exchanges and "dead heads" and doing everything in their power to economize in that way. In these days of scarcity only the man who wants a paper sufficiently to pay for it promptly should get his copy.

The situation is reacting in another direction. It is forcing publishers to raise their subscripton rates. Many newspapers and class publications have already done so. And it seems to be the only solution for a situation which now threatens many a publisher with ruin. Subscription rates in Canada had been hammered down to a minimum by strenuous competition and it is impossible for publishers to continue to supply their product at such low prices in the face of the sudden advance of paper costs.

The reader should bear these facts in mind. If he is inclined to complain when his favorite periodical comes to him a little thinner and his renewal notice quotes a higher figure, let him pause to consider that it is only by such measures that the publisher is able to continue to send him the paper at all.



Office Equipment and Business Systems

Selling Loose Leaf Goods

Some Good Advice by Paul Hunt, a Progressive Commercial Stationer "From Missouri"

PAUL HUNT is from Missouri, where they have to be shown, and having been shown and being a particularly successful commercial stationer, he is able to show other stationers some things in the successful handling of a loose-leaf department. Following is an article of his, reprinted from "Office Appliances":

Loose leaf in one respect is similar to law, medicine, blacksmith or truck-gardening—it requires study to succeed and know the business. Any one can sell a ten-cent counter book, a journal and a ledger, and probably a cash book, but to introduce a system of loose leaf bookkeeping to one who is not initiated requires a knowledge of what one is talking about and a faculty of explaining the system in a clear, words-of-one-syllable manner that makes the customer see your point in a short time. I shall take the business record keeping end of it, for example. You will note that I used the phrase "business record keeping" instead of bookkeeping, it sounds better to me and is more comprehensive. The example I refer to is this: Be your own example for if you have not the example, the several forms and binders, in actual use yourself, how in the nam of Sam Patch, can you with consistency make an effort to induce your customer to adopt something of which you yourself do not think enough to take in your own office? More business records systems are sold from my set in use in my office than I would ever be able to sell by other means. Take the customer into your office, show him the whole thing from the first entry until the bill is paid and settled, whether it be an account payable or account receivable. Then when he has installed the system you sold him open his books for him, go to his office and do the work. Loose leaf dealers should remember this: If they can install enough loose leaf outfits in their community they may close up their shops and live off the pension derived from furnishing the forms and binders that are always required once they are adopted. "A little knowledge is a dangerous thing," and keeping that in mind, I do not let a clerk who has not a thorough understanding of the line "monkey" with a customer, for monkeying is about all it amounts to.

The great trouble with most salesmen is that they lack the courage to make suggestions. This can be done in a most engaging way and without offence, for most people who come to the store for record books have had or have in mind a set way of keeping their records and it takes just a little diplomacy to suggest that you have a better method to suggest. A clerk of mine not long ago sold a man $2.60 worth of bound books and had the goods wrapped up. I caught him just before he left the counter and by taking him back in my office and "showing him"—he and I both being from Missouri I had to do it—I sold him something like $35 worth. I do not remember the exact figures. That was from suggestion, and he went away thinking that he knew more about the various methods of business record keeping than any loose-leaf salesman he had ever met—I let him think so, too. He's on my pension list, now, that is he helps pay my pension.

The location of the loose leaf department depends a great deal upon the prominence you want to give the line. If it is the intention of the dealer to feature the line the most conspicuous place in the store is the place for it. I handle a line with green labels on the boxes and those green labels and white boxes are the first things seen in the store upon entering it. Just alongside the door outside I have a rainproof show case just large enough to hold an opened loose leaf ledger of the largest size. Every week I change this display with a view to telling the public in a mute but forceful way that I have the full line. A sign explaining the uses of the display helps a lot.

In selling the line be sure to let the customer handle the goods himself. Give him a key, if the binder or cover requires a key to open it; and let him place the sheets in and take them out himself; he'll get familiar with it and be calling it by its first name before he goes out of the store. Do not hold it off as if it were not made to handle.

The loose leaf line is so comprehensive and its uses so multitudinous that it makes it easy and hard, at the same time to handle. By easy is meant that any one can sell a cover that fits a certain sized sheet and then furnish a "$ and c" filler to go with it, but it takes suggestion and explanation to induce a jeweler to put into use a loose leaf package receipt book. Most of his delivered articles are of more value that a grocer's and someone's signature should be affixed to a receipt showing delivery. It is not easy to think up all the uses to which loose leaf devices may be put but there is not a record that may not be kept by this method.

To sum up the story, I would say the following are essential in a successful handling of the loose leaf line:

1. A thorough knowledge of the line—study it.
2. Do not be afraid to suggest—but know your subject.
3. Proper display accompanied by neat and well worded signs.
4. Remember that everybody passing your store is a loose leaf prospect—from receipt book to bank-posting machine outfits for banks—everybody.

Remember that and go after 'em.

Toys and Games
Sporting Goods



THE Canadian toy industry has been getting some good boosts through the instrumentality of the Department of Trade and Commerce working in co-operation with the Toy Trade Association, organized in Toronto at the Spring Toy Show. The latest event to bring this new Canadian industry prominently before the public is the toy show at the Toronto Exhibition. It has been a great centre of attraction for grown-ups, as well as children, having in mind the sight-seers, but it has also had the close and careful attention of business men interested in toys either from the standpoint of manufacturers or sellers, both wholesale and retail.

Sir George E. Foster, Minister of Trade and Commerce, visited the various toy displays and incidentally looked over the collection of the most popular toys in use in Russia, Japan, France, Germany, and Great Britain, which he collected on his recent trip through Europe for the purpose of encouraging Canadian manufacturers to develop an export trade between Canada and European centres.

Sir George, who was accompanied through "Toyland" by Watson Griffin and Mr. Mulholland, who are in charge of the Government exhibit, was especially interested in the display of wooden toys made by Canadian manufacturers. After inspecting the doll exhibits, Sir George expressed the view that Canadian ingenuity had triumphed in this particular branch of the toy trade. He said that English dealers had assured him that if the Canadian manufacturers could produce the right kind of dolls they would be prepared to purchase their entire ouput.

Many persons do not realize the importance of the toy industry as a national asset. Germany and Austria have been the largest exporters of toys, with France and Japan a close second. The year before the war began, Germany exported $24,600,000 worth of toys; Austria-Hungary, $1,350,000, making a total of $25,950,000, which is not equalled by the output of any of Canada's large industries listed at the last census, the clay, glass and stone products from the Dominion reaching a value in 1910 of $25,781,000. To the United States, Germany sent toys valued at over $7,736,000; to Canada about $580,000. German toys, indeed, found their way all over the world, and the industry, which is unharmed by the war, is ready to assume its place in the world of trade as soon as peace is declared. It is a matter of loyalty to preach the doctrine of the made-in-Canada toy, with its Maple Leaf stamp, as well as a matter of economical necessity.

Canada offers a good market for toys, and it has the advantage of being a market that steadily increases with the demands from a rapidly growing population. In the fiscal year 1914, which ended four months before the war began, the total value of toys imported into Canada was $1,037,000, of which $580,000 worth came from Germany, and $5,600 from Austria. The United States sent toys to the value of $293,000; the United Kingdom over $91,000 worth. Imports of toys from France were valued at $33,000; those from Japan at over $26,000. For the fiscal year ending March 31, 1916, Canada imported only $624,190 of toys, of which $476,581 worth came from the United States; the United Kingdom, France and Japan sending the remainder very largely. In a normal year a million dollars does not pay the bill for toys demanded to satisfy the Canadian child.

QUEBEC VILLAGERS MAKING TOYS

In Bedfordshire, Quebec, an association has been formed to encourage the work of toy-making so as to help to prevent this industry slipping back into the hands of the German's after the war is over. The industry thus far has been soundly established in thirteen Quebec villages, according to the Quebec Chronicle. The work is being done chiefly by women.

TRADE NEWS FROM BRITAIN

In anticipation of early Ally victories of a decisive nature, manufacturers are speeding up the making of flags and bunting—which will be in unprecedented demand.

British-made toys and dolls are being turned out now of such excellence as to disperse all fears of German competition after the war. Even in dolls' heads, results have been obtained that not only equal German goods but in some cases show distinct improvement. Mechanical toys are being manufactured most successfully, but as yet British manufacturers have not as yet put out the cheaper grades of steam engines which were so extensively sold in Britain by the Germans.

* * *

Rubber balls of a thoroughly satisfactory quality are being made by British concerns.

* * *

Italian and French dolls are being imported into Great Britain quite extensively, and the Japanese doll makers too are bidding with considerable success for British trade.

BOOK ON TOY MAKING

"Toy-Making in School and Home," by R. and M. Polkinghorne is a practical treatise by two teachers at the Streatham County Secondary School in England, the outcome of their experience with their handwork classes and of their many lectures. It is recognized that handwork if it is to have cultural value and be in other ways effective must enlist the sympathies of boys and girls, and what more interesting to them than the making of toys? The course provided in this book is carefully graded, and affords material within the powers of children of all ages from three to twelve and even beyond. All necessary help is given, both for children and teachers. There are close on five hundred illustrations.



PERSONAL GREETING CARDS

There is a tendency on the part of some stationers to delay too long their aggressive work in soliciting orders for personal Christmas greeting cards. The wise dealers have already booked a good grist of orders. Those who have not done so should lose no time in getting after this lucrative business, which is not only highly profitable but has the decided advantage of carrying with it absolutely no risk, it being even unnecessary to carry a stock. Samples are all that are needed and these are gladly furnished to the trade by the greeting card publishers without charge.

It must be kept in mind that there are specialty men after this business throughout the land. Many of these operate from the larger centres and cover various territories, but they cannot compete successfully with the local dealers who are alert and who make earnest efforts to corral this business. The greeting card samples that are in the hands of the legitimate trade are superior to those sent out to agents, and it is only reasonable that this should be the case. Not only that, but the retail merchants are able to quote prices that give the customers better value. Then again the cards going to itinerant agents are frequently left-over productions of the previous season, goods not considered proper for inclusion in sets of samples going to the retail stores.

The retail men should make the most of these conditions, so favorable to them. There is no reason why every retail stationer in the country should not do an extensive business in holiday greeting cards for personal use this year, and the exceptionally attractive profits to be made make this course most advisable. In fact, those who fail to extend their efforts in this direction will be short-sighted indeed.

ON INCREASING SALES

Recently the Picture and Art Trade conducted a prize contest for dealers for the best articles on "Increasing Sales of Mouldings, Frames and Art Goods." In the July issue the following resume appeared:

Taking the articles in the order in which they appear printed, we find the following worthy of special note in each of them:

C. P. Keese of the Gift Shop, Grand Forks, N.D.:

"We have made a hit by pasting the history or brief notice of the picture on the back of the frame. 'The Handy Picture Dictionary,' published by The Picture and Art Trade makes it possible to give this information."

H. E. Haines, Haines & Esseck, Decatur, Ill.:

"Start campaign of house to house canvass, using students or graduate art pupils on commission basis, just to reframe those pictures in the family for years."

W. A. Starnaman, Berlin, Ont.:

"What is the best method of publicity campaign? First in importance we place the show window."

H. Whitten, Beamsville, Ont.:

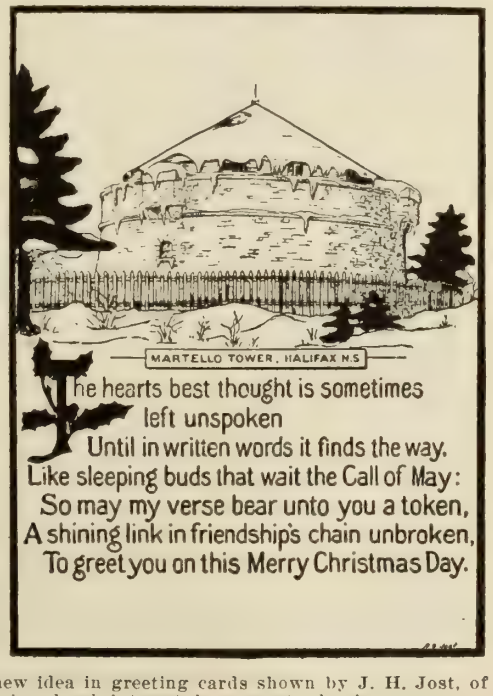
"Extend connection into the country districts. Farmers have money and they have pictures laid aside awaiting frames. My connection is in the country, extending over miles of territory. I have as much work as I can do."

Frances E. Packard, with the C. H. Yeager Co., Akron, O.:

"Keep in touch with the interior decorators, who have access to all the new homes, and get his or her co-operation in getting the art business."

Henry Lloyd, 73 Delaware Avenue, Toronto:

"Mr. Lloyd's main idea covers a campaign for publicity showing the desirability of placing the right picture,



A new idea in greeting cards shown by J. H. Jost, of Halifax introducing local interest in a most pleasing manner. This is one of a series of Halifax greeting cards with which Mr. Jost has favored "Bookseller and Stationer."

rightly framed, in every home and building, university, high school, public school, academy, office, warehouse and public or private institutions. In short, Mr. Lloyd's idea comprehends the desirability of pictures everywhere, which is a very fine idea, and one we are working on."



THOMAS K. BLACK, writing in "Playthings," gives some interesting facts and advice about the opportunities for profitable retailing afforded by phonographs:

"Childhood without music is not childhood—it is a barren stretch of years that is passed in a state of semi-coma. Everyone needs music, good music, and it is during childhood years that we obtain our first and lasting impressions.

"Any normal child appreciates music, and the one who does not and never will can plug up his ears—for we must have music for the normal majority. Of the majority who appreciate music only a small proportion of us can produce really good music, even if we spend painful hours when we ought to be out in the air building up strong and healthy bodies.

"And this is the real reason for the enormous success of the phonograph.

"To-day there is no excuse whatsoever for any home being without good music—and quite naturally it devolves upon our merchants to supply those homes that are still without the harmony and melody of classical and popular music—music that can be produced by musicians and non-musicians alike, by anyone old enough to turn a crank and arrange a fresh needle.

" 'Buy the Boy a Phonograph,' 'Give the Girl a Gramaphone,' feature phrases such as these in a determined campaign that will swell the sales in a manner most pleasing to account.

"From the tumultuous throb of Caruso's tenor to the joyful jargon of Al. Jolson jokes is a far cry, but both of these and many others can be produced, including band pieces, violin solos, male quartettes, etc., etc. Every musical taste can be satisfied.

"The small merchant of to-day is a fortunate individual in being able to obtain phonographs guaranteed to give satisfaction, at prices which are really surprising. Many new concerns have recently entered the phonograph field, and as a result excellent machines can be procured from next to nothing upwards, allowing the merchant to practically select his own retail price, choose his machine and start his campaign.

"A moderately priced phonograph is a logical plaything for any boy or girl, a plaything that answers the educational as well as the entertainment requirement that is so often stipulated by the customer.

"Feature the retail prices of the various machines selected whatever they may be, and emphasize the compactness of the packed machine for convenient transportation.

"The manner of display and demonstration is important, in which respect it should be noted that several small demonstration rooms are desirable but not absolutely necessary. If no demonstration rooms are possible, remember that the music of the phonograph always gives an atmosphere of cheeriness to a toy store or toy department. But be careful to size up your clientele right and give them the sort of music that they like best.

"An advertising man who sings the praises of soaps recently made a very pat remark to the advertising manager of a prominent phonograph house when he said:

" 'You have a cinch. All you do is sell the public the privilege of purchasing $1.25 records for the mere sum of $200.'

"Now the same thing holds true with the merchant who sells a $4, $10, $15, $25 or $50 machine, or for one that sells for somewhat less than $4. And the records can be obtained from upwards of a dime.

"So in selling phonographs never forget that you make profit after profit on records, bringing the customers back to the store again and again to the great benefit of all the other merchandise."

ON HANDLING APPROVALS

Nowadays you hear a great deal of discussion among talking machine dealers about so-called Approval Record Nuisance.

We find most dealers protesting vehemently—and still doing it, in a more or less half-hearted manner.

As a matter of fact, the approval record business is like the vaudeville juggler's pet stunt.

It's a good trick if you do it.

Every dealer who conducts either a systematic or unsystematic approval record service knows that he could make money with it, and probably could increase his record sales considerably—if he only had the backbone to follow the system he has, or put in a system where he hasn't one.

A real record service should be the foundation of a profitable approval business. By record service, I mean an actual, positive and aggressive plan to stimulate record buying, by making it easier for the customer to select his records.

Such a system involves a comprehensive record of each individual customer's likes and dislikes, giving each one of them the individual impression that you do know their preferences and that your knowledge of this, coupled with your knowledge of your own record line, is worth something to him.

Frederick Palmer is represented in the autumn fiction publications with "The Old Blood," which is based on the reversal of the accepted ideas and standards among the people of Europe since the outbreak of the great war. The new ideals and view points are worked out in this novel.

Good Trade in Military Specialties

Many Merchants Alive to Possibilities With These Goods, But Others Are Lax Say Wholesalers

MILITARY leather goods constitute a line which it will pay the trade to push to the utmost. Most merchants are doing this but wholesalers in these lines tell of many retailers who have as yet failed to fully appreciate the immense possibilities of these popular goods.

Conspicuous among fancy leather showings are articles suitable for gifts to soldiers, such as periscopes in leather cases, money belts, photo-holders and toilet sets put up in khaki linen as well as leather cases.

Writing cases, too, are designed and worked out admirably in different styles and leathers. These are equipped with address and memo books, stamp compartments and pockets for envelope and writing paper. Each case is equipped with a pencil, the loop containing which is large enough to hold a fountain pen.

Cases designed for officers, developed in tan, calf skin and morocco leather, retail from $2.50 to $3, while other cases in suede, designed for the men in the ranks, are lower-priced, selling from 75 cents up.

Writing cases have also been designed for nurses. These are shown with colored moire silk linings and contain a wax paper stamp book and address book and are equipped with a writing paper pad bound with fancy paper. They retail at $2.25.

The folding writing cases will no doubt prove the most popular as these are made to fit in tunic pockets. A compartment the full size of the case when opened up, contains the regulation size army paper. Other compartments are designed for envelope, post cards and stamps. The stamp compartment is stitched to the leather lining and the lining is slashed on three sides so that when turned back an identification card is revealed. An active business was done in this type of leather goods last Christmas, and has continued throughout the year. With so many more of our boys on active service this year it is reasonable to suppose that if the war continues a much larger volume of Christmas business will be done in this class of goods this year than last.

Traveling jewel boxes, lined with velvet and fitted with keys, are now being turned out by Canadian manufacturers. Trays are designed for watches, rings, bracelets and different articles of jewelry.

Morocco and Pin Seal Bags

Former is Giving the Latter a Close Run in Popularity—Green-Gold Ornamentations in New Bags of Oriental Design

NEW YORK, Aug. 31.—Among the extreme novelties in the new handbags is one of oriental design, of morocco or other leather with ornamental mounts in antique green-gold coming in a variety of forms around the edge of the leather.

Colors are playing a rather prominent part in the bag market, several dark shades, favored in the dress goods sphere, blue, grey and brown, being used both in leather and in fabric, while some of the lighter shades also are seen, even to a pink and green.

In fabric bags the chief ornamentation now is cut beads, in colors and combined to form some design such as a bird or a flower. Cut steel ornaments of course continue good, and embroidered designs are found as well.

Morocco vs. Pin Seal

In spite of the high price and scarcity of leather the makers continue to turn out a fairly large line of novelties. While pin seal keeps in the lead it is being closely followed by morocco, and various cross grain leathers. Among the newest leathers to carry favor is white kid, either wholly of this or combined with some other leather. One of the most popular of these for combinations is vachette. This keeps up in selling power also for small hand bags.

The draw string type is the most popular in the silk and satin bags. There are a great variety of these, including the pouch and the lampshade.

There is little change in the equipment, the two favorites continuing, purse and mirror. In some a powder puff is added.

CALLING ATTENTION TO ADVANCES IN STATIONERY

Continuing the campaign to impress upon employees the need of reasonable economy, the railroads have now called attention to the advance in costs, says the Chicago "Post." It shows that ink and ink powders have increased from 30 to 75 per cent.; black pencils 20 per cent. and copying pencils 100 per cent.; writing paper 40 to 100 per cent., according to quality.



A pleasing idea worked out in a new series of Christmas Letters put out by Whiting & Cook.

A valuable book for photographers is "Practical Studio Advertising," by J. C. and C. L. Abel, put out by the Abels of Cleveland. Besides a fund of good advice in text there are numerous examples of advertisements constituting a book well warranting the $2 price at which it is published.

CANADIANA

DUNCAN K. ARMBREST has given us an interesting contribution to Canadiana in his delightful volume, "The Beechwoods: How the Neighbor Discovered the Secrets of the Canadian Woods." It presents a remarkable series of photographs which add enchantment to the charming matter contained in the text.

The particular beechwoods dealt with, are in the Niagara Peninsula, near the village of Chantler. Ontario readers, wherever they may be, will find pleasingly familiar passages recalling their own experiences in the woods in days gone by.

It is interesting to observe here that the author, just after completing his book, enlisted in Toronto with the Divisional Cyclists.

Duncan Armbrest was born on a farm near Chantler, Ontario, just over thirty years ago.



DUNCAN K. ARMBREST,
Author of "The Beechwoods."

He came to Toronto when in his 'teens, supplementing his school education by attending a private school in Toronto. He was for several years employed at Toronto University in connection with photographic work.

He has contributed some fine articles to the Canadian Magazine and illustrated weeklies, some of these being based on experiences gained during vacations spent in New Ontario and in trips through that district, prospecting, and on Government work.

He is well versed in woodcraft and taught this subject at the Y.M.C.A. Boy Scout camps, having the Indian name "Gray Wolf" conferred upon him by Ernest Seton Thompson, for woodcraft accomplishments.

* * *

"The World for Sale is the title of Gilbert Parker's new novel, which is a tale of the Canadian West, with a flavor of romance from the East. The hero is a man of the perfect type of Western progressiveness, while the heroine is a picturesque Romany girl.

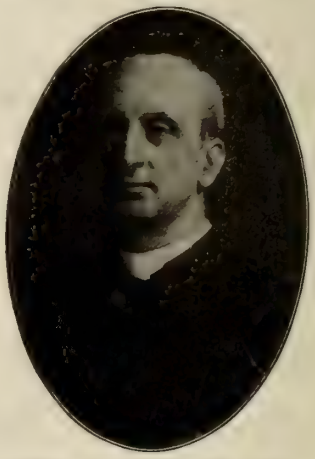
"Letters from My Home in India," by Mrs. George Churchill, is an "unusual" missionary book. Mrs. Churchill, who has spent forty-five years in India, was in Toronto recently, and it was while here, and at the suggestion of Grace McLeod Rogers, author of "Stories of the Land of Evangeline," who has edited the letters, that the decision was reached to publish this book. The letters cover a wide range of subjects, having to do with life and nature in India, as well as Mrs. Churchill's missionary labors.

* * *



GRENVILLE P. KLEISER.
This Canadian author has been successful with books on public speaking. He has a new volume out this season entitled "Talks on Talking."

The big new stories of British Columbia, which have come to "Bookseller and Stationer" for notice, are "Big Timber," by Bertrand W. Sinclair, and "The Grizzly King," by James Oliver Curwood, both published by the Copp Clark Co. The action of the first named takes place in a lumber camp in British Columbia, while the latter



REV. ROBERT LAW, D.D.
A new volume of Dr. Law's sermons has just appeared under the title of "The Grand Adventure."

is a tale of grizzly bear hunting in the British Columbia mountains, with special attention paid to "Thor" the biggest grizzly in the Rocky Mountains.

L. M. Montgomery, whose novels, the "Anne" books, and others, have brought her fame throughout the English-speaking world, is represented in the new books of the present season, with "The Watchman and Other Poems."

"The Last Voyage of the Karluk" tells the fascinating story of the Canadian Arctic expedition of 1913-16, headed by Vilhjalmar Stefansson. It is illustrated with charts and photographs.

* * *

A book entitled "Red Indians of the Plains," tells of thirty years' missionary experience by Rev. J. Hines, in the Canadian Northwest, his first station in 1874 being seven hundred miles beyond Winnipeg, then the nearest market town to that station. The book is exceptionally full of adventure and diversion.



DUNCAN CAMPBELL SCOTT.

A collection of this poet's writings has just been brought out entitled "Lundy's Lane and Other Poems."

A considerable amount of discussion has been awakened by the publication of Hugh Walpole's latest novel, "The Dark Forest," a weird, exotic study in psychology with a vivid Russian background.

* * *

IMPERIAL UNITY

"The share taken by the self-governing Dominions in the prosecution of a war in whose inception they had and could have no responsibility, has brought into prominence the question of so revising the relations of the several parts of the Empire as to prevent a recurrence of the anomaly. Part I. sets out the actual facts regarding the limitation of the autonomy of self-governing Dominions and suggests in what matters these limitations might be relaxed in favor of the Dominions. Part II. considers the possible modes in which Imperial unity can be attained." —From the Preface to Dr. A. B. Keith's "Imperial Unity and the Dominions."

* * *

What the historian of the future will have to face if he wishes to write an authoritative and complete history of the war may be guessed from a recent bulletin of the New York Public Library. There are 306 articles and books on the Polish question in six languages, listed since the war broke out. They should be got through in three or four months perhaps—and this would involve only a very small phase of the tremendous amount of research necessary to the writing of a valuable history of the whole conflict.

* * *

In his new book, "War the Creator," Gelett Burgess is seen in a new role. It is a cameo-like portrait of a lovable French youth who was transformed from a boy into a man by his baptism of fire at the Marne. It is a true story with all the charm of fiction. Partly it is in the words of Coco, himself, partly in Mr. Burgess's. With simplicity and artistic continence the truth is told about actual warfare and the effect it has upon those who participate in it.

"The Sailor," by J. C. Snaith, is a romance of the growth and struggle of a boy from squalor and ignorance to education and fame through his association with the sea. It is a novel of the building of a man's character.

A PICTURE CIRCULATING LIBRARY

The public demand for pictures as well as books from the public library in New York City has led to the establishment of a circulation department for pictures.

Henry E. Legler, librarian of the Chicago public library, laughed when told of this eastern innovation.

"That has been a common thing with us for the last three or four years," he said. "We found long ago that there are many people who are glad to become acquainted with the world's masterpieces if only through indifferently good reproductions."

Miss E. Cragin, one of the head librarians in New York, reports that among the first to request the loan of pictures there was a lonely bachelor. He stated that he needed something to brighten up his room. A baker came next with the desire for prints which would illustrate the fairy tales he was telling his small daughter. The pictures may be retained one month, at the end of which time others may be procured.—Chicago News.

* * *

In connection with the recent election of Dr. Locke, chief librarian of the Toronto Public Libraries, as a vice-president of the American Library Association, it is interesting to observe that this was the first time that this honor went to a Canadian. The proportions of the meeting can be measured from the fact that over 1,000 delegates from all parts of the United States and Canada attended the conference of the association which was held in Ashbury Park, N.J.



KATHLEEN NORRIS,
Author of "Heart of Rachael."

NEW LIBRARIES FOR HAMILTON

At a special meeting of the Hamilton Library Board, five assistants were chosen to attend the library summer school to be held in Toronto in September next. The secretary was also authorized to solicit options on property in the east and west district, of the city, with frontage not less than 100 feet, to be used for library purposes.



Henry B. Rankin



John Palmer



Ananda Coomaraswamy



Florence Irwin

WRITERS AND THEIR BOOKS.

Among the illustrations of authors presented this month, particular interest attaches to a Hindu writer, Ananda Coomaraswamy, whose book, "Buddha and the Gospel of Buddhism," has recently been published. It is a full account of the gospel of early Buddhism, including a discussion of Nirvana, Karma, and Reincarnation, and the relation of Buddhism to Hinduism.

* * *

"The King's Men," by John Palmer, is a story with a war-time setting, but the reader is not taken into the trenches, does not participate in a charge, and hears only once—and then from a distance—the muffled boom of artillery. It is the life behind the firing lines, the inner drama of a nation's transformation, that the author depicts in his striking characters and scenes.

* * *

Henry R. Rankin, author of "Recollections of Abraham Lincoln," whose likeness is presented herewith, grew up in Lincoln's community, was a student in the Lincoln & Herndon law office, and knew Lincoln and those associated with him both in the home and out.



D. C. Brewer



Charles W. Bacon

In "The American Plan of Government," Charles W. Bacon gives the meaning of each significant phrase in the Constitution in the exact words of judicial decisions by which it has been defined. The way for each decision is prepared by a concise statement of the circumstances that led to its being taken to court and by a clear statement of the points at issue. This book is, of course, of more importance to people of the United States than Canadians, but it gives the latter an opportunity to study the United States with the Canadian and British plan of Government.

* * *

Daniel Chauncey Brewer, in his book, "The Rights of Neutrals," calls attention to the fact that neutrals have duties to perform as well as rights to insist upon. They can do neither to advantage unless prepared for action. The author contends that progress toward eventual world peace, if such is possible, will only be secured by unswerving integrity and the use of sufficient force to make law respectable.

* * *

Florence Irwin has a large following among Canadian readers. The heroine of her new book, "The Road to Mecca," begins her career in a little town where lack of taste and severity of conscience are the besetting virtues. The door of her prison-house is, through an unexpected circumstance—benevolent it seems at the time—thrown open, and the way of escape leads straight to the fashionable set of New York. The doings—one might say the misdoings—of society are traced unfalteringly in this story of a social climber, a woman who is distinguished by her beauty and her cleverness, but who in equal degree is false, insatiable, and without heart.

* * *

Sir Conan Doyle's "A Visit to Three Fronts," describes the official visits made by him to the English, French and Italian fronts. Italy invited Great Britain to send an independent observer to their lines to investigate and report his impressions. This commission Sir C. Doyle accepted with the proviso that for the purposes of comparison he first visit the British lines; later he obtained permission to go to France. After which he visited Italy. The results of his investigations are ably set forth in a little volume of real importance.

* * *

Since January 1,255 newspapers and other periodicals published in Germany have gone out of business, according to the German Post Office list quoted by the Brunswick Landeszeitung of April 12. The total number of periodicals discontinued since the war began is 3,000, according to the report referred to in a recent issue of Commerce reports of Washington.

* * *

In the search for copper for military purposes a notable find was made in the Dietrich Reimer publishing house at Berlin. Twelve copper plates illustrating Goethe's "Faust," which had long been thought to be lost or destroyed, were brought to light. They were engraved by F. Ruschenweyh, after drawings by Cornelius, and the prints from them had become rare and much sought for.—Publishers' Weekly.

* * *

"It's just as easy to play with dollars as with dimes—just as easy to write an order for a thousand as for ten. And it's easier to do business with big men. They're more imaginative, quicker to grasp."—From Skinner's Dress Suit.

An Authority on Motor Cars

Victor W. Page Has Scored a Conspicuous Success as a Writer in an Important Technical Field

Victor W. Page, who is perhaps the best known of all writers on practical automobile subjects, is a native of New Bedford, Conn., where he was born in 1885, of French ancestry. His grandfather was an architect and writer on architecture, while his father was a pharmacist.

After leaving school, he learned the trade of automobile machinist in Boston, serving his apprenticeship during the early days of the industry. At eighteen he was the first service repair man to cover the New England territory for a Detroit factory, and the following year was chief engineer of the Page Motor Vehicle Co., of Providence, R.I., the cars designed by him being very successful and much ahead of their time. He taught classes in one of the first automobile schools to start in the East and from that naturally took up writing on automobile subjects for technical periodicals. His book, "The Modern Gasoline Automobile," is used as a text in nearly all the automobile and technical schools. Other volumes followed, treating upon gas tractors, motorcycles, internal combustion motors, automobile electricity, as well as motor cars themselves.

He continues to be an ardent motorist, which is a great factor, enabling him, together with his fund of technical knowledge, to keep completely abreast of the times and to keep his works properly revised.

His different books now constitute quite an extensive library on automobile and kindred topics from the practical side, a fact which tends to enhance the appreciation of his efforts in the minds of booksellers.

THE TRUTH ABOUT THE THEATRE

Highly interesting and illuminating is "The Truth About the Theatre," by "one of the best known theatrical men in New York," which Stewart & Kidd Co., of Cincinnati, have just put out in a dollar volume.

It presents precisely what the title indicates—facts as they are, plain and unmistakable without veneer of any sort. It goes directly to the heart of the whole matter. The writer recites what he knows, what he has seen, and his quiet, calm, authoritative account of conditions as they are is without adornment, excuse or exaggeration. It is intended to be helpful to those who want the facts, and for them it will prove of immeasurable value.

"The Truth About the Theatre," in brief, lifts the curtain on the American stage. To those who are ambitious to serve the theatre, either as players or playwrights, or, again, in some managerial capacity, the book is invaluable.

An edition of Rupert Brook's collection of poems has just been brought out in leather binding.

* * *

Mrs. Humphrey Ward has a new novel this autumn entitled, "Lady Connie," a love story written in the characteristic vein of this gifted author.

* * *

"The Heritage of the Sioux," by B. M. Bower, is a new Western tale, of the variety that has so strong a hold on an army of readers of fiction.

* * *

Leona Dalrymple, who scored so successfully with "Diane of the Green Van," has written a fine Christmas tale entitled, "When the Yule Log Burns," an illustrated 12 mo., published at 60c.

Rupert Hughes' new novel, "The Thirteenth Commandment," contains "a frank statement of the prevailing relations between man and woman, and convincingly defines the position of the non-productive woman of fashion."

* * *

Oppenheim is on hand with a new novel, its title being "The Kingdom of the Blind," which is based on the fight between the British War Office against the German Secret Office. Submarines and Zeppelins figure in some of the exciting adventures.

* * *

Sax Rohmer is now among the many authors who have donned the khaki. His new volume, which is illustrated by the late Cyrus Cuneo, is entitled, "The Exploits of Captain O'Hagan," and is said to relate the adventures of a rather original character, a sort of D'Artagnan in modern times.

VETERAN NOVELISTS

William Dean Howells, who has seventy titles of published works to his credit, celebrated his seventy-ninth birthday in March by publishing in the Century the first instalment of his latest novel, "The Leatherwood God." In the same month Mrs. Amelia Barr, who has upward of sixty novels on her list, reached 85; ex-President Charles W. Eliot, 82; in April John Burroughs, essayist, passed the 79th milestone. Col. Henry Watterson, of the Louisville Courier-Journal is 76; Henry Mills Alden, editor of Harper's, is two months the junior of Mr. Howells; Dr. Lyman Abbott, editor of the Outlook, is a little past 81, and William Hayes Ward, of the Independent, is 79. One of last year's best sellers is a novel by George W. Cable, who is 71. Hamilton Wright Mabie joins the septuagenarians in December.

A "GUIDE" TO PHILOSOPHY

"Reflections of a Cornfield Philosopher," by E. W. Helms, is a new fifty-cent volume from Crowell's; it is an admirable little gift volume and is dedicated "To the man who hoes to the end of the row." The foreword which ably indicates the good things that follow is as follows:

"If you would be a philosopher, borrow a hoe some bright morning and go out into a cornfield and hoe a row of corn; and when you have finished one row, hoe another, and so continue until night. You will be weary, but you will have had time to think and you will see some things clearly."

STATUS OF THE MODERN GIRL

"The Worth of a Girl" (Crowell, 25c), is a contribution to the "worth-while series" by Bertha Pratt King. It is an enquiring essay into the status of the modern girl by a woman who has evidently given deep thought to the subject and who is not afraid to speak her mind. It is constructive criticism with a distinct note of optimism.

A BOOK FOR NURSES

"Physics and Chemistry for Nurses," by Amy Elizabeth Pope, a $1.75 book, comes from Putnam's.

In many States, Chemistry has been made a required subject for Registered Schools of Nursing. As a matter of fact, scarcely twenty-five per cent. of the college graduates who enter Schools of Nursing have studied Chemistry and Physics. An important feature of Miss Pope's volume is that it includes not elementary Chemistry but the Chemistry of cooking and cleaning, a point that receives much emphasis in teaching in all modern training schools.

SOME NEW JUVENILES

"Work that is Fun. "Yesterday, what boy would have thought of looking into a book in order to learn how to make a kite?" asks Royal J. Davis in the recent National Educational Association number of The Nation, taking as his text for his four column article on "Supervision of Play" the "Work and Play Books" recently published. Mr. Davis says of these books:

"It would not be easy to think of anything within the range of a young person's capabilities that is not presented to them. They show how to make a sun-dial, build an aeroplane, light a summer camp by electricity, arrange flowers, weave rugs, take care of yourself if you are lost in the woods, raise chickens, and a thousand other things. They inform as well as instruct, for in them are answers to such questions as: What tools did a boy use in the seventeenth century? Why is every toad worth twenty dollars to the garden he blesses with his presence? How were the pyramids built?

For what it attempts to do, the set may be heartily commended. The directions are plain and full, the type is large and the illustrations numerous and directly related to the text."

"The Land of Oz" not being, as yet, involved in the European war, its chief historian, L. Frank Baum, has been able to record all sorts of gay doings in that consequential country in "Rinkitink in Oz." Mr. Baum's imagination has never yet flagged, and the new book will undoubtedly be a favorite among the year's juveniles.

From the Copp Clark Co. comes a copy of their new juvenile, by Frances Hodgson Burnett, entitled "The Little Hunchback of Zia." No man or woman can read without deep emotion this exquisitely written story of the birth of the Christ-child and the restoration of the little hunchback Zia to his birthright. All the rapture, all the glory of the nativity are here expressed—as far as words can express the holiness, the sanctity of the event.

* * *

GEORGE FITCH'S LAST BOOK

"Peter Simmons at Siwash" is a new book by George Fitch, a copy of which has just come from the publishers of the Canadian edition, the Copp Clark Co. It comprizes more breezy stories, typically "Siwash," and the last, unfortunately, that George Fitch will ever write. His untimely taking robbed America of one of its few real humorists.

* * *

TISH

A veritable scream from cover to cover is perhaps a hackneyed term, but it may well be applied to Mrs. Rinehart's new book, "Tish," a copy of which comes to the editor from the Copp Clark Co.

Letitia Carberry, or Tish, as she is called by her intimates, Lizzy and Aggy, is an adventurous and surprisingly active and eccentric spinster.

The chronicle of her escapades and excursions, in which she is invariably accompanied by these two ancient cronies, is full of humorous surprises and laughable situations.

* * *

Other creditable new juveniles from Rand, McNally & Co. are "Bobbie Bubbles," by Hugh Sherwood and "Adventures of Sammy Bear," by Frances Margaret Fox, both in half-dollar illustrated editions; "Playdays on Plum Blossom Creek," by Arland D. Weeks, with pictures in color by Warner Carr a 75c volume and "When Little Thoughts Go Rhyming," by Elizabeth Knobel, pictured by Maginel Wright-Enright, a 75c volume delightfully conceived.

A FIVE-YEARS' HUNT FOR SUCCESS

James W. Fisk, author of "Retail Selling," which was published late in July, believes that one of the chief causes of retail business success is the careful looking over the field before locating the store. One bright young man, he tells of, who travelled for five years through central New York for a wholesale hardware house, all the time sizing up one community after another until he found the right place for a country hardware store. Within ten years after he opened it he had cleared enough to enable him to sell out and retire. "Retail Selling" is the first volume to be issued in the new Harper's Business Series.

* * *

LOVE'S FIRST ENEMY

Rupert Hughes, whose new novel, "The Thirteenth Commandment," was published at about the same time that he went to the Mexican border as captain of the 69th N. Y. Infantry, said in a recent interview that he considered "Money as the greatest enemy to the prosperity of love. It has a little place in fiction, but the place of honor in real life. It may not be known in Heaven or found in hell, but it is certainly worshipped in that place midway between them, that earthly paradise in the portmanteau world, that half-and-half of the gods, which I have called hel-ven." "Money," Captain Hughes continued, "is the root of all the evil romance. The economic dependence of woman upon man is the serpent lurking in the grass and coiling among the flowers of love—not the old, original serpent that advocated the higher education of woman too soon, but a newer and deadlier one. The heroine of 'The Thirteenth Commandment' is a girl who made up her mind suddenly that she would never accept money from a man."

BOOK LISTS RECEIVED

A ninty-six page list for autumn, 1916, comes from McClelland, Goodchild & Stewart, setting forth a wide range of new books representing practically all branches of literature. A strong new fiction list is followed by six pages of descriptive paragraphs about various new books by Canadian writers, or dealing with Canada. Then comes over a dozen pages dealing with books about the great war, followed in turn by General Literature, Books on Cooking, Automobile Books, Books on Building and House Decorating, The Cambridge Poets, Birthday Books, Catholic Prayer Books, Farm Manuals, Books for Young People, Nature Books, and a variety of other general works.

An exceptionally strong showing of new fiction is included in the autumn announcement list of the Oxford University Press, just received. The list is also strong in titles under the headings of Poetry and Drama, History, Biography, Essays, and Belles Lettres, Social Economy, Shakesperiana, Russian Literature and Juveniles, while four pages are devoted to condensed descriptions of a remarkable collection of books of war interest.

"The New Breed," by Andrew Firth, published by T. Fisher Unwin at 6s. will be welcomed by those readers fortunate enough to have read "The Furnace of Iron," by the same author.

"Nature Studies in Australasia," Part I, by Alfred George Edquist, comes from "The Lothian Book Publishing Company, of Melbourne and Sydney. Other volumes by the same author and on the same subject will constitute a series.

"The Land of Don't Want To," is Lilian Bell's latest juvenile and with its fine pictures by Milo Winter, constitutes a most delightful volume. It is a $1.25 volume put out by Rand, McNally & Co. It is a fantastic tale suggestive of Lewis Carroll.

LITERATURE OF THE WAR

WHAT WELLS SEES

In his creditable new book, "What is Coming," H. G. Wells expresses the belief that the war will end in general exhaustion, with Germany failing first and thus suffering frustration of her ambitious plan for world domination put into action two years ago. Wells seems unduly pessimistic as to the prolongation of the conflict, which hardly seems to be in keeping with the present march of events on all fronts.

He gives evidence of his breadth of mind in final passages of his book, these being a plea for ultimate reconciliation and he promises to work for the restoration of the unity of mankind in spite of natural impulses to be contended with, which will mean that the Germans met and the German things seen will always be smeared with the blood of Britain's sons wilfully spilt by Germany.

* * *

SECOND PHASE OF GREAT WAR

Hilaire Belloc in the volume presenting the second phase in his "General Sketch of the European War," which has recently been published by Nelson's, deals with the Battle of the Marne, putting this fight in the rank of the most decisive battles ever fought in the world's history. It is the first tactical study of the fight which has appeared either in the English or French languages and the course of the war is followed down to the failure of the German forces in their attempt to break through the Allied lines in West Flanders. Many plans are included in the volume to give the reader a clearer understanding. The whole narrative, written by a student of military methods, one who has a world-wide reputation for capability, is a most valuable one for the civilian reader.

* * *

Among recent war books are "The story of the Red Cross Unit in Serbia," by members of that body; "The Causes and Consequences of the War," by M. Yves Guyot; "Red Cross and Iron Cross," by a doctor in France; "Serbia in Shadow and Light," by Rev. Nicolai Melivirovic; and "Germany in Spain," by Conde Melgar, being the views of a Spanish Catholic, showing the machinations of Prussianism in Spain.

June publications included a book entitled "Nationalism, War and Society," by E. B. Krehbiel.

* * *

Col. Currie's book, "The Red Watch: With the Canadians in Flanders," presents a great deal of new matter, throwing additional light on the heroic performances of the Canadians of the First Contingent, with stress laid on their stemming the tide of the onrushing Germans in the Battle of St. Julien. The book is illustrated, and one of the pictures, which in themselves tell great stories, is that of the muster of the Canadian Highland Battalion after the Battle of Langemarck, only 212 out of 1,034 answering the muster call. The book contains some significant passages that can be depended upon to cause a deal of comment.

* * *

Frederick Palmer, writing his Canadian publishers recently, said that the past summer had brought him experiences that afforded remarkably good material for his new book to appear shortly, entitled, "My Second Year of the Great War."

Maurice Maeterlinck, the great Belgian writer, is the spokesman for his countrymen in a book entitled "The Wrack of the Storm," dealing with Belgium and the war. It is found uniform with Maeterlinck's previously published Essays.



MAURICE MAETERLINCK.
Who has written a book on Belgium and the War, entitled "The Wrack of the Storm."

A book that received the prize of the Academie Goncourt, in France, is Rene Benjamin's "Private Gaspard," which has sold to the extent of thousands in France. "Private Gaspard" is the French equivalent of the English Tommy Atkins. The book will be relished by those who enjoyed Kipling's "Soldiers Three." The spirit of the hero of this remarkable book is the spirit of France as demonstrated in the present war.

* * *

"Canada Chaps" is the title of a series of sketches by J. G. Sime, dealing with "Fighting Boys—Canadians at the Front." This is a series of true stories seen through a sympathetic eye.

* * *

Cecil Palmer and Hayward, of London, have published "Men of Devon and other Poems," by W. S. Hole, in a paper bound 1s. 6d. edition.

* * *

AMERICAN AUTHORS AID ALLIES

Margaret Deland, whose interest this summer has been divided between preparing for press her forthcoming novel, "The Rising Tide," and her work for the Authors' Fund for the Relief of the Allied Wounded, has just issued the following statement in regard to the second distribution of the money collected. Two hundred dollars were given to the Serbian Distress Fund for use in Serbian hospitals; a like sum went to the Boston headquarters of the American Fund for the French Wounded, and one hundred each went to Miss Holt, in Paris, for the work of the permanent blind fund in France; to the Special American Hospital in Paris for Wounds of the Face and Jaw, and to the American Clearing House, for use in the Italian hospitals.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Non-Fiction

Why be Fat, Amelia Summerville, cloth, 80c; Friends of France, The Field Service of the American Ambulance described by its members, cloth, $2.

Juvenile

Billy Topsail, M.D., by Norman Duncan, cloth, $1.25.

CASSELL & CO.

Fiction

Julius LeVallon, Algernon Blackwood, cloth, $1.25 net; The Wind's Will, Agnes & Egerton Castle, cloth, $1.25 net; The Half of His Kingdom, Lady Troubridge, cloth, $1.25 net.

Non-Fiction

Through Russian Central Asia, Stephen Graham, cloth, $2 net; The Anzac Book, Various, cloth, $1 net; Trench Yarns, "Peter," cloth, 35c net.

Juvenile

Miss Quixote, Violet M. Methley, cloth gilt, $1; My Book of Beautiful Legends, Various, cloth gilt, $1.50; Boy's Book of Pioneers, Eric Wood, cloth gilt, $1.

THE COPP CLARK CO.

Fiction

Tish, Mary Roberts Rhinehart, cloth, $1.50 net; Big Timber, Bertrand W. Sinclair, cloth, $1.35 net; The Grizzly King, James Oliver Curwood, cloth, $1.25 net; Petey Simmons at Siwash, George Fitch, cloth, $1.25 net; The Little Hunchback Zia, Frances Hodgson Burnett, cloth, 75c net.

Juvenile

Rinkitink of Oz, Frank Baum, cloth, $1.25; Jinks and Betty, Myra G. Reed, cloth, $1.

J. M. DENT & SONS

Fiction

Testore, the Romance of an Italian Fiddle Maker, Pat Candler, crowd, 8 vo., $1.25; Cupid, V.C., J. A. Stewart; Rising Fortunes, John Oseenham; Grey Man, S. R. Crockett, cloth, new vols. Wayfarers' Library, 30c.

Non-Fiction

The Book of Common Joys, Mary L. Pendered, crown, 8 vo., $1.25; The German Soul, Baron F. Von Hiigel, crown, 8 vo., 75c; Vision and Vesture (a study of William Blake in modern thought), Charles Gardner, crown, 8 vo., $1; Pillars of Society, A. Gardner, cloth, (Wayfarers' Library), 30c.

Juvenile

The New Freedom, Woodrow Wilson, Wayfarers' Library, 30c net; The Principles of Military Art, Major Sir Francis Fletcher Vane, Bt., cloth, 75c net; Chant of Love for England, Helen Gray Cone, cloth, 75c net; The Economy and Finance of the War, Prof. A. C. Pigou, cloth, 30c net.

THE MACMILLAN COMPANY OF CANADA

Fiction

The Prisoner, Alice Brown, cloth, $1.50.

Non-Fiction

Under Three Flags, Livingstone, Steen & Hanson, cloth, $1; Plato and Christianity, W. Temple, cloth, 75c; Discovery, R. A. Gregory, cloth, $1.50; Persons and Politics of Transition, A. A. Baumann, cloth, $1.75; Shakespeare Tercentenary, cloth, $3.60; Political and Literary Essays, 3rd series, Earl Cromer, cloth, $3; The European Anarchy, G. L. Dickinson, cloth, $1; Ordeal by Battle, abridged edition, F. S. Oliver, cloth, 35c; Principles of Commerce, Harry G. Brown, cloth, $1.75.

Juvenile

America in Pictures, H. Clive Barnard, cloth, 35c; Old Stories for Young Readers (Everychild's Series), L. A. Large, cloth, 40c.

McCLELLAND, GOODCHILD & STEWART

Fiction

How Janice Day Won, H. Beecher Long, cloth, $1.25; Romance of Elaine Arthur B. Reeve, cloth, 50c; A Russian Priest, J. N. Potapenko, cloth, $1.35.

Non-Fiction

The Cyclopaedia of Social Usage, H. L. Roberts, cloth, $1.50; Thinking as a Science, Henry Hazlitt, cloth, $1; Because I Am a German, H. Fernan, cloth, $1; Blood and Iron, W. McNair, cloth, $1.50; Efficient Living, E. E. Purinton, cloth, $1.25; Lundy's Lane (Poems), Duncan Campbell Scott, cloth, $1.25; Model Aeroplanes and Their Motors, G. F. Cavanagh, cloth, $1.

THE MUSSON BOOK CO.

Fiction

The Thirteenth Commandment, Rupert Hughes, cloth, $1.50; Blow the Man Down, Holman Day, cloth, $1.50; The Plunderers, Edwin Lefevre, cloth, $1.50; The Bride of a Moment, Carolyn Wells, cloth, $1.25; The Dark Forest, Hugh Walpole, cloth, $1.35; Good Old Anna, Mrs. Belloc Lowndes, cloth, $1.35; The Rising Tide, Margaret Deland, cloth, $1.50; You Know Me Al, Ring W. Lardner, cloth, $1.25; The Lightning Conductor Discovers America, C. N. & A. M. Williamson, cloth, $1.35.

Non-Fiction

Expert Auction, E. V. Shepard, cloth, $1.25 net; The Valor of Ignorance, Homer Lea, cloth (New price) $1.20 net; The Day of the Saxon, Homer Lea, cloth (New price) $1.20 net; Mark Twain: A Biography, Albert Biglow Paine, cloth, (New prices) $4.50 and $6 net; Thomas Nast: His Period and Pictures, Albert Biglow Paine, cloth, (New price), $2.50; Main Travelled Roads and Other Main Travelled Roads, Hamlin Garland (Autograph Edition, cloth, 2 vols., $2.50 net; Awake U. S. A., William Freeman, cloth, $2; With the Zionists at Gallipoli, Lieut.-Col. J. H. Patterson, D.S.O., cloth, $2; Alfred Russel Wallace: Letters and Reminiscences, James Marchant, cloth, $5 net.

Juvenile

Boys' Book of Hunting and Fishing, W. H. Miller, cloth, $1.25; Marooned in the Forest, A. Hyat Verrill, cloth, $1.25 net.

THOMAS NELSON & SONS

Fiction

Roderick Hudson, James, cloth, 20c.

Non-Fiction

Second Phase of the European War, Hilarie Belloc, cloth, $1.50 net; History of the War, Vol. 13, John Buchan, cloth, 45c.

Juvenile

Children's Story of the War, No. 19, Sir Edward Parrott, paper, 12c.

THE BEST SELLING BOOKS

Canadian Summary—Fiction.

1	When a Man's a Man ..... Wright	190
2	Just David ..... Porter	140
3	Seventeen ..... Tarkington	76
4	Bars of Iron ..... Dell	64
5	Tish ..... Rinehart	35
6	First Hundred Thousand ..... Hay	30

Non-Fiction.

Kitchener's Mob.

BRIEF NOTES ABOUT BOOKS

"A Last Memory of Robert Louis Stevenson," by Charlotte Eaton, is another delightful half-dollar volume just recived from Crowell's. It is worth reading for its own sake as well as for the sidelight thrown on this R. L. S.

* * *

"The Graymouse Family," which comes in a fifty cent edition from Crowell's, is a delightful juvenile by Nellie M. Leonard, having sixteen illustrations by E. Walker.

* * *

In "The Rose Child," the author of "Heidi," presents another pleasant tale of childhood in Switzerland. It is an 8vo. volume published at a half-dollar by the Crowells.

* * *

Admirers of the work of Katharine Tynan will be glad to learn of her new book, "The West Wind," a full-length novel well told. It is published in a six shilling edition by Constables.



HENRI FABRE.

The great French naturalist, whose "Life of the Grasshopper," has been added to the English translations of his books.

Cyrus Townsend Brady, father and son, are the joint authors of "The Web of Steel," a gripping tale of a bridge disaster, which widely recalls the fall of the $10,000,000 bridge at Quebec several years ago, a copy of which has just come from the Canadian publisher, Thomas Allen.

As a matter of fact, this story has nothing to do with that particular bridge or its designers. Nevertheless, the incident of the Quebec bridge furnishes concrete evidence that the authors of "Web of Steel," while indulging the prerogative of the novelist, have kept within the bounds of actual occurrences.

* * *

Another edition of Louis Tracy's war novel "The Day of Wrath," previously reviewed in these columns, comes to "Bookseller and Stationer" from the British publishers W. & R. Chambers, the Canadian edition, issued by the Musson Book Company.

* * *

"Children of the Desolate," is the title of a new novel by C. M. Matheson, author of "The Generation Between." It is published by T. Fisher Unwin of London. The heroine of the story is a high-spirited, emotional, artistic girl, intensely modern, beating against the walls of a narrow, provincial home environment. She is taken away from a high school and sent to a private school where there is no outlet for her talents. She seeks expression in art, and attends the art school of a neighboring town. With her work, and with poverty at home, she finds she is being left behind in the local gaieties, and in a fit of pique marries the wrong man, but a wealthy one, and goes to live in a lonely house in Cornwall. The story of her tragic married life, which at one time leads her to the borders of insanity; her deliverance, and then her gradual return to happiness, and a definite hope for the years to come, makes "Children of the Desolate" a novel of vivid and absorbing interest.

* * *

Elizabeth Gordon in her new juvenile "I Wonder Why," published at half a dollar by Rand, McNally & Co., presnts simple verses each of which seems to express a thought which is, at one time or another, in the mind of a child. The topsy-turvy reflection, in the brook, the arrival of the little brother, the strange effect upon objects seen through the opera glass, the mystery of the words that seem to flow from the pencil's point, and the echo—



COSMO HAMILTON.

Author of "The Sins of the Children," "The Blindness of Virtue," etc.

these and similar subjects, quaintly illustrated by M. T. ("Penny") Ross, form the contents of this whimsical little book.

* * *

Milo Winter's fine pictures in color add attractiveness to Rand, McNally & Co.'s fine new edition of "Andersen's Fairy Tales," published at $1.50. It is the tenth volume in the fine "Windermere series."

"Honey, you remember what Russell Sage said in reply to Horace Greeley's, 'Go West, young man!' No? Well, this is what he said: 'If you want to make money go where the money is.' I've begun to go where the money is. See the connection."—From Skinner's Dress Suit.

Simple System of Retail Accounting

Forms and Suggestions for Bookkeeping as Drawn up by Federal Trade Commission—Prefer Basis for Marking Selling Price—Books That Are Required —Definite Knowledge Essential.

THERE is a tendency among retail merchants to conduct their business without an adequate system of determining their costs, declares the Federal Trade Commission of the United States in an introduction to a pamphlet on "A System of Accounts for Retail Merchants." Nor does that condition of affairs apply to that country more than in Canada.

Several objects, beyond the natural personal one, should impel the merchant to such a system. One is that the banks are paying more attention than ever before to the accounting system of the merchants, and if a retailer can show definite progress from accurate records in his books, credit is much more likely to be forthcoming. One of the points to which the banks give special attention is whether the prospect for a loan makes proper provision for depreciation in certain portions of his stock, his fixtures, etc. The steady advance in the cost of doing business makes it more than ever imperative that the merchant should know exactly what it costs him to do business, what are his real profits, what each department of his store is doing by itself, or else, ignorant as to the weak points in his business, he may lose out in competition with rivals who are better informed.

The Commission in order to assist the merchants in introducing a proper system suggests a number of forms that will furnish the required information with the least effort.

One of the points, in fact the essential one is that there be definite knowledge of the overhead expenses. Many merchants have only a hazy idea of this with the result that often goods are sold actually at a loss.

How to Figure Out Selling Price

The most convenient way of arriving at the proper percentage that must be added to the first cost of the goods to cover overhead is to find the average ratio that the operating expenses bear to the sales. For instance, if the sales for the year were $25,000 and the expense of conducting the business was $5,000, the overhead was one-fifth, or twenty per cent. Add to this the desired percentage of profit, and deduct the total from 100, and this will give the percentage the invoice price bears to the selling price. For instance, if the overhead is 20 per cent. and the profit desired is 10 per cent., subtracting from 100 gives 70 per cent.; that is if the invoice cost is 70 the selling price will be 100. This is vastly different from saving that if the cost price is 100 the selling price will be 130. To get 100 from 70 as a starting point you must add 42 6/7 per cent., making it ten-sevenths, whereas if the cost is taken as 100 you add only 30 per cent., which does not nearly cover the overhead and the profit desired.

GENERAL CASH BOOK.

A Debit					B Credit						
Date. Name of Description Acct.	L.F.	Collections on Accts.	Cash Sales	General Accounts	Date	Name of Acct.	Description	Check No.	L.F.	Disct. on Purchases	Payments on Accts. Pay.	General Accounts

INVOICE BOOK.

Date of Entry	Date of Invoice	Invoice No. of	From whom Purchased	Address	Ledger Folio	Amount of Invoice

Turn stock as Often as Possible

Another point emphasized by the Commission is that the stock should be turned as often as possible in order that the profit be as great as possible. "To ascertain the turnover divide the cost of goods sold during the year by the cost of the average stock carried."

Four books are suggested to operate the system of accounts that is advised. Journal, General Cash Book. Invoice Book and Ledger. "From these books certain statements, particularly a monthly summary of business, a profit and loss statement, and a balance sheet should be prepared at definite periods in order to present the results in comprehensive form."

The Journal

The ordinary two-column journal can be used. The opening entry is an inventory of assets and liabilities.

MONTHLY SUMMARY OF BUSINESS, 1916.

	Net Sales.			Buying expense.		Selling expense.			Delivery expense.		General expense.								
	Credit.	Cash.	Total.	Salaries and Wages of Buying Force.	Miscellaneous Buying Expense.	Salaries and Wages of Sales Force.	Advertising.	Miscellaneous Selling Expense.	Salaries and Wages of Delivery Force.	Miscellaneous Delivery Expense.	Management and Office Salaries.	Office Supplies and Expense.	Insurance on Stock and Store Equipment	Taxes on Stock and Store Equipment.	Losses from Bad Debts	Miscellaneous General Expense.	Rent.	Total Expense.	Per cent of Net Sales
Jan.	$3,356.31	$1,301.65	$4,657.96	$25 00	$14.00	$177.33	$30.00	$3. 75	$102. 67	$8.08	$269.00	$22.03	$1. 61	$2. 50	$33. 56	$26. 79	$71. 25	$787. 57	16. 9
Feb.																			
Mar.																			
Apr.																			
May.																			
June.																			
July.																			
Aug.																			
Sept.																			
Oct.																			
Nov.																			
Dec.																			
Total,																			
Per cent of Net Sales.																			

FORM A

The totals of the charge sales as shown by the sales checks should be enterd in the Journal, debiting Accounts Receivable and crediting Sales. The totals of the credit tickets are also entered in the Journal, debiting Sales with returns, and Sales Allowances with price concessions, and crediting Accounts Receivable. Other items to be entered are those that do not go through the Cash or Invoice Book, such as notes receivable or payable, allowances or corrections of purchase invoices after entry in the Invoice Book, the various adjusting entries and the closing entries.

The General Cash Book

The suggested form for the Cash Book has been drawn for the convenience of readers of this paper, with the debit and credit sides. The cash receipts should be deposited daily in the bank and payments be made by check. The total of cash sales for the month should be checked against the total of cash sales slips, and is then posted to the credit of Sales; that of the Collections on Accounts Receivable to the credit of Accounts Receivable Account, and that of Payments on Accounts Payable to the debit of Accounts Payable account. The total of the Discount on Purchases column is also posted to the debit of Accounts Payable.

All payments for expense items other than petty cash should be entered on the Cash Book as made and posted therefrom to the proper accounts.

The Invoice Book

A sample of this is given herewith. The postings are made direct from this book into the Purchase Ledger, and the total at the end of the month carried to the debit of Merchandise Purchases and to the credit of Accounts Payable.

A sales slip must be made out for every sale, and the daily total of these give the sales for the day. The cash sales slips are checked against the cash received.

The Ledger

The accounts in the Ledger should be arranged in the following order: 1.—General Accounts; 2.—Accounts with Trade Creditors; 3.—Accounts with Trade Debtors. Accounts with trade creditors and with trade debtors should be arranged alphabetically, using preferably a loose leaf ledger. When the volume of business permits it is advisable to use three ledgers, a general, a purchase and a sales ledger, keeping controlling accounts of the purchase ledger and the sales ledger in the general ledger. Where only one is used it should be divided into three sections.

Customers are charged with goods purchased direct from the charge slips. These are first listed then turned over to the bookkeeper, who posts them to the debit of the proper accounts, listing the amounts as he posts, then comparing his total with that of the first list, which must agre. Credit entries for allowances, etc., are made from the credit slips.

Posting the ledger therefore must come from four sources, the cash book, the invoice book, the sales and credit slips.

Monthly Summary of Business

The form reproduced here will be found very useful for monthly and yearly comparisons of expenses and ratios. The figures are taken from the ledger.

Profit and Loss Statement

The amounts for making up the statement can be had from the ledger and the trial balance. It is made up at such time as the inventory is taken.

PROFIT AND LOSS STATEMENT, JAN. 31, 1916.

								Per ct.	Per ct.
23	Sales					$4,659	96		
24	Less Sales Allowances					2	00		
	Net sales					4,657	96	.....	100.0
	Inventory of merchandise at beginning			$3,451	09				
25	Merchandise Purchases (cost delivered at store)			2,759	67				
				6,210	76				
	Deduct Inventory of merchandise at closing	$3,062	17						
	Less Stock Depreciation	153	11	2,909	06				
	Net cost of goods sold					3,301	70	.....	70.9
	Gross profit from trading					1,356	26	.....	29.1
	BUYING EXPENSE.								
26	Salaries and Wages of Buying Force	25	00						
27	Miscellaneous Buying Expense	14	00						
	Total buying expense			39	00			0.8	
	SELLING EXPENSE.								
28	Salaries and Wages of Sales Force	177	33						
29	Advertising	30	00						
30	Miscellaneous Selling Expense	3	75						
	Total selling expense			211	08			4.5	
	DELIVERY EXPENSE.								
31	Salaries and Wages of Delivery Force	102	67						
32	Miscellaneous Delivery Expense	8	08						
	Total delivery expense			110	75			2.4	
	GENERAL EXPENSE.								
33	Management and Office Salaries	260	00						
34	Office Supplies and Expense	22	03						
35	Insurance on Stock and Store Equipment	1	61						
36	Taxes on Stock and Store Equipment	2	50						
37	Losses from Bad Debts	33	56						
38	Miscellaneous General Expense	26	79						
39	Rent	71	25						
	Total general expense			426	74	787	57	9.2	16.9
	Net profit from trading					568	69	.....	12.2
	INCOME FROM OTHER SOURCES.								
42	Interest	17	09						
43	Cash Discounts on Merchandise Purchases	6	55						
44	Rent income (net)	16	52						
45	Miscellaneous Outside Income	2	00			7	98		
	Total net profit					576	67		

FORM B.

BALANCE SHEET, JAN. 31, 1916.

	ASSETS.						
	CURRENT ASSETS.						
1	Cash on hand and in bank			$1,611	67		
2	Notes Receivable—Trade Customers			191	84		
3	Accounts Receivable—Trade Customers	$3,518	81				
4	Less Reserve for Bad Debts	33	56				
				3,485	25		
	Inventory of merchandise (at cost)			2,909	06		
5	Prepaid Insurance			100	14		
6	Accrued Interest Receivable				71		
	Total current assets					$8,298	07
	FIXED ASSETS.						
7	Store Property	4,500	00				
8	Warehouse Property	1,975	00				
		6,475	00				
9	Less Reserve for Depreciation on Store and Warehouse	26	98				
				6,448	02		
10	Store Equipment			272	71		
11	Office Equipment			74	37		
12	Delivery Equipment			396	67		
	Total fixed assets					7,191	77
	Total assets					15,490	44
	LIABILITIES AND CAPITAL.						
	CURRENT LIABILITIES.						
13	Notes Payable—Trade Creditors	1,210	50				
14	Notes Payable—Banks	900	00				
15	Accounts Payable—Trade Creditors	3,685	72				
16	Accounts Payable—Others	485	00				
17	Accrued Interest Payable	19	23				
18	Accrued Salaries and Wages	82	00				
19	Accrued Taxes	7	75				
	Total current liabilities			6,390	20		
21	Mortgages Payable (warehouse)			1,250	00		
	Total liabilities			7,640	20		
22	Proprietor's Capital Account			7,850	24		
	Total liabilities and capital					15,490	44

FORM C.

SIMPLICITY, elasticity and workability—the essentials of a successful campaign for any purpose.



Beautiful Designs in 1917 Wallpapers

Modern Wallpaper Manufacturers Take Their Designs from Old Tapestries of Stewart and Tudor Period and Gothic Designs—Expensive Machinery Used in Production—Blacks and Whites Popular.

MANUFACTURERS of wallpaper state the present season is an exceptionally good one so far as sales go. "Our sales will be fully fifty per cent. greater than last year," asserted a Toronto wallpaper manufacturer. "Stocks were low this spring and there was plenty of money around and the dealers in wallpaper in the face of another prospective good crop are not hesitating to put in good-sized stocks. This year has been an unusual one in the wallpaper trade in many respects. It has seen the development of the industry in Canada to a more complete stage of self-efficiency than it has ever been in the past."

Canadian Pulp in Demand

Raw stock on which wallpaper is printed is technically known as "hangings" and is manufactured from the wood pulp produced in the pulp mills of Ontario, Quebec and Eastern Canada. There are two kinds of wood pulp —mechanically ground pulp, and pulp produced from wood chips by the sulphite chemical process. The latter contains longer, stronger fibres and a certain proportion of this is necessary in manufacturing most kinds of paper.

Sweden is one of the great sources of sulphite pulp for the whole world and has been for years exporting enormous supplies to England, Germany and the United States. But Sweden's supply of sulphur for making sulphite pulp came from Italy, and when Italy entered the war export of sulphur was prohibited, it being a valuable ingredient in the manufacture of explosives. Misfortunes never come singly, for last fall owing to winter setting in earlier than usual, over fifty vessels engaged in the Swedish pulp trade were frozen into the ice in the Gulf of Bothnia, which is the northern arm of the Baltic Sea.

These two events entirely put a stop to the exportation of sulphite pulp to the United States from Sweden and the Canadian supply was immediately requisitioned to fill the shortage. The clamorous competition for the Canadian pulp caused prices to soar skyward, and consequently the cost of "hangings" has reached an unheard of price.

It may astonish some people to know that the Canadian pulp mills are now manufacturing over 1,700 tons of newsprint per day, most of which is going to the United States, and by the sale of which over $2,000,000 per month is being brought into Canada. Fortunately Canada possesses an unlimited supply of pulpwood and has put conservation of the forests into effect before the supply has begun to show signs of exhaustion.

Art Work in Wallpaper

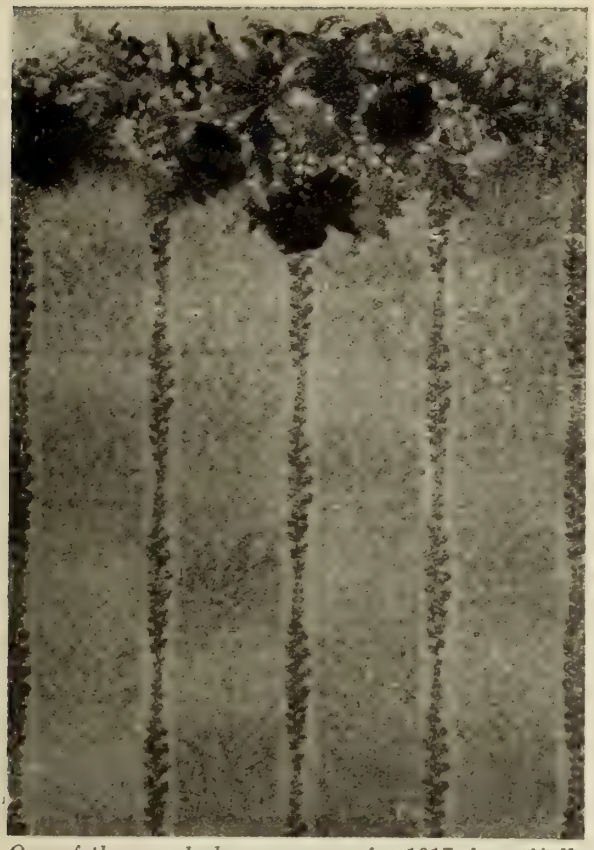
In the early days of art the colors used were crude and primitive and the designs were elementary and uncouth. So it was with the first wallpapers that were marketed. Only in comparatively recent years have artists of renown found in wallpaper a suitable medium through which to exploit their gifts. These artist minds were not merely content to produce original patterns in a more artistic vein, but for inspiration turned to the great historical periods of decoration and desired to emulate the works of Gothic times, the Renaissance, the gaudy splendors of the time of Louis XV, and the massive simplicity of the Scotch Stewarts. But in those bygone days wallpaper was unknown and painted walls were not looked on with favor. Woven fabrics were hung up to relieve the bareness of the walls, and they were of endless designs and diverse materials.

In Queen Anne's reign there flourished the needlepoint work, in the reigns of the Stewarts and Tudors there were the verdure tapestries and in earlier times there were the Gothic designs, conventional and rich in heraldry. So the artist took these for his patterns and created exquisite designs of wallpaper modelled after them. Now the aim of the progressive manufacturer of wallpapers is to produce on printed paper the intricate meshes and weaves of these fabrics. The more realistic they have been made, the better has the ambition of the designer been satisfied.

Costly Machines Required

Many costly and expensive machines are required in the reproduction of these designs. There are intaglio embossing machines that produce a permanent impression when the goods are hung that is in close representation of the actual fabric. Special machinery is also required for the new lines in which the weave effect is produced by overprinting in oil colors. Heavy presses are required for manufacturing the soirettes, which closely resemble silk brocades.

The new mattines, which are 30 inches wide, represent a design of cable-net over a canvas background and are finished in the intaglio process in various weave-prints. A wide range of exquisite borders and trimmers is shown to match each coloring of these goods. One of the recent new features are the ready-cut borders in which the brightness of the colors is tempered by overveiling in just the essential color-note. Also the season's designs contain



One of the new bedroom papers for 1917, *beautifully embossed with ready-cut two-band border of orchids and lillies.*



One of the new lines for 1917 *showing the textomeal weave with handsome ready-cut border and trimmer.*

printed oatmeals and textomeals in which beautiful novelties are to be found.

Pulp is Colored

Textomeal is the name of one of the new products recently put on the market in Canada. They possess every decorative value of printed oatmeals or cork velours and yet have none of their disadvantages. The stock on which they are made is of heavy weight, of first-class quality and is colored in the pulp so that there is no staining of the edges in order to hang the goods perfectly. Furthermore, the roll is uniform in color. They are shown in a large range of popular colors in plain weave effects, stripes, shadow designs and other artistic treatments with beautiful ready-cut borders and trimmers.

Black and White Vogue

When the black and white vogue came in it was thought that it was merely a passing fancy, that it would be here to-day and to-morrow a thing of the past. When the fashion for red wallpaper came it was looked on pretty much in the same light, yet it stayed several seasons and was welcomed warmly.

Now the black and white vogue has merits that were lacking in the red era. The severity of the plain black and white can be toned down with overveiling, intaglio emboss or oil printed mesh as is done with many beautiful examples of this fashion. Again dainty trails of pink rose are introduced into the hangings and in the borders bright poppies and roses run riot and entirely counteract any tendency toward melancholy.

Paris, which first introduced the vogue, is showing black and white effects more than ever this season. The reason for this must not in any way be taken as a sign of mourning for it is far from it and leans more toward frivolity than sadness.

PICTURES FOR THE HOME

Here are some excerpts from the report of an address on "Pictures for the Home," by Professor Fletcher, as reported in the "Ogden Standard:"

"Instead of art for art's sake, I prefer art for life's sake. The pictures in the home should represent ideals for the family to follow. In buying pictures it is safest to select from the work of artists upon which the verdict of time and high standards have placed the stamp of approval. In buying good copies of the work of old masters, one cannot make a mistake. In buying original pictures, it is best to seek expert opinion.

"One good picture in the home I consider of more value than a cartload of inferior ones. The plan of buying one good thing at a time is the best rule to observe in all house furnishing, if one has limited means, and putting up with makeshifts until other good things can be added to it, rather than by furnishing a house throughout with cheap furniture.

"Copies of good pictures can be purchased from a penny apiece up, the quality increasing with the price. Photographic reproductions are best—the carbon photograph leading in excellence, since it gives a good idea of pastel and brush effects. The photogravures come next, and these come within the reach of the most modest pocket-book, and even magazine pictures reproduced by the photogravure process are often worth while.

"Frames should harmonize with pictures, but should always be subordinate in color. For instance, a dark frame should be a shade lighter than the darkest tone in a picture, and a light frame a shade darker than the lightest tint of the picture."

Photographs of members of one's family were relegated to the precincts of one's bedroom by Professor Fletcher's verdict.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 19

"Scrolls" and "Paste-Ons" for Show Card Purposes

SINCE the beginning of these lessons I have persistently advised the beginner to keep from trying to make fancy show cards by using scroll work. I said this would come as the lessons progressed: so as part of this lesson I am giving the uses of simple scrolls for the showcard and how to make them. By the simple scrolls I mean that which can be made in a very short space of time; not the form of scroll which is used by illustrators and which requires much time to make.

The main idea in show card scroll work is "balance" and correct color combination. Speed in their execution is imperative. Speed is necessary in order to make them gracefully and also because a cardwriter cannot afford to spend much time in decorating a show card. Painstaking accuracy is to be avoided in the show card. Everything must be free and easy but properly balanced up.

Scroll work has been in vogue for showcard decoration for a long time. In fact it was once used more than it is to-day. This is because the cardwriters are becoming more educated in the proper uses of show cards. Scrolls used to be used on sale cards or any other kind lavishly years ago and got so common that they did not attract the people's attention. But to-day the card writer keeps the scrolls for cards of the better nature and even on them they are used sparingly. It is just the same as a store using a red ticket all the time then putting on a sale still using red cards and expecting the people to be as much attracted by them. There is nothing new then to attract. So use scrolled cards sparingly and also use the scrolls on the cards sparingly.

A Small Brush Needed

Use a small brush for scroll work. If you have one with a slightly longer hair than the ones you do lettering with, all the better. The long hair gives more sweep.

The color should be somewhat thinner than for lettering purposes, but not too thin to appear watery. This allows the color to flow as quickly as the brush can be moved. Keep the color mixed thoroughly to ensure an even surface.

Scrolls are not to be the most conspicuous thing on the card. They are just a decorative feature to make the lettering stand out.

The use of scrolls around curved lines of lettering is a very popular one. This serves the same purpose as shading the letter, providing the color used is not so conspicuous as that used for forming the letters. See centre of chart for this illustration.

Practice in this work is the most essential part in making a success of it. Much time must be spent in practising the many curved lines that go to make up the different forms of scrolls. For instance, study the chart thoroughly and pick out each stroke separately and practise it until you have become thoroughly familiar with it and able to make it without reference to the chart.

Fig. I gives an idea of how to go about the practice work only you should make each stroke or collection of strokes many times more than is here shown.

To get the best results hold the brush firmly between the thumb and first two fingers and make the strokes by using the tip of the brush. Use a free arm movement without moving the fingers at all. The brush must be kept well filled with color.

"Cut Outs" and Their Handling

Cut out illustrations taken from all forms of journals. magazines, fashion books, etc., have, like scroll work, been used for many years. These in combination with

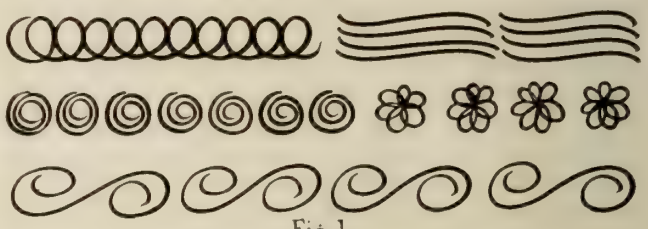


Fig. 1

the scroll work make excellent showcards. The main idea of this lesson is to show how well these two showcard features can be worked together.

You first must select the proper kind of illustrations suitable for the card you have to make. Then cut it out neatly with a pair of small scissors or very sharp knife. When this is done lay the illustration on the card and sketch out lightly the scroll work and lettering with pencil. Next stick the illustration on with photo paste. In applying the paste use as sparingly as possible and be sure that all edges are well pasted. To get the illustration on evenly, mark the place it is to go before pasting, so that no time will be lost. Press down the edges gently with the fingers, then lay a sheet of paper over it and rub out until perfectly smooth. In most cases do the scroll work after cut is in place.

The Chart

"A" shows a figure of a man in a dressing gown. The dark panel behind was drawn before the figure was pasted on. Doing this first gives a better chance of getting the edges of the panel even on both sides. Draw the scrolls after the illustration is put in place. The scrolls are of pale grey with a thin black line on the left and lower edges. The round spots are made with the end of the brush. The grained effect on the black panel is put on with the same grey as used for the scroll.

"B" shows a dainty scroll running out from two parallel lines. This can be used for a finish for the bottom of an

upright card. This can also be divided and just use the lower half with good effect.

"C" shows a double "paste on" combination. The scroll work was cut out of Dry Goods Review advertisement and the figure was taken from a fashion book. The interior of the background was sketched with pen and ink. This would make up into a very striking card.



"D" shows a good illustration for a grocery store showcard. There are no scrolls used here. Paint the background black first and when dry paste on the cut. Use a pale brown outline for panel.

"E" shows another illustration without scroll work. The electric iron cut is pasted over a pale green background which is drawn on first. A white outline is drawn around the illustration. Two fine black lines are ruled around the diamond-shaped background.

"F" would make up into a very attractive card. This sort of illustration would make effective advertising for boudoir caps or face cream. A pale blue shade is used for the scroll work to match that on the cap. Take great care to get the circles and ovals accurate. The interior scrolls are simple.

"G" shows a hardware illustration with a grey brush stroke and black pen outlines. The scrolls at the top and bottom are quite simple.

"H" shows the use of scrolls around curved lines of lettering. Note how the curves jump over the upper case letters and do not go over the "L" and "T" in the lower case. This makes the words more easily read.

Many varieties of curves can be made around curved lines. Their style depends upon the style of lettering used and the space at your disposal in which to put the scroll work. In any case do not make the scrolls as strong as the wording. The scrolls are to make the lettering stand out.

"J" is the cut of a gas range taken from Hardware and Metal. The circular background was drawn at first with a compass and colored in before the illustration was pasted on. The pale grey scroll work was applied last. Until you get used to the work it would be well to turn the card upside down to make such scrolls as at the top of this illustration. The little floral suggestions at the ends of the strokes are made by pressing down and giving the brush a quick twist while raising it. Have the color low in the brush for this work.

"K" shows a suggestion of a grocery card Any style of bottle or canned goods illustration can be treated in a similar manner. Use a pale shade of green for scrolls and striping. The long scrolls on either sides should be laid out accurately in pencil before applying the color.

"L" gives you a very useful scroll to practice. These can be either made with one stroke of the brush or be joined up as shown with the black cross strokes. Much practice is required before they can be made with one continuous stroke. The little spray at the top is made when the color is low in the brush. Hold your brush on the card and without moving the arm make the point of the brush shoot out with the finger movement.

"M" can be used for the same purpose as "B."

"N" shows an excellent idea for making a card for canned goods. The background is entirely made before the illustration is painted on. Diagonal stripes of black and grey with outline of the latter constitute the background. An outline of white is drawn around the illustration.

In "O" we have scroll work that takes more time than the others. This is made with the stub pen. Sketch out minutely with pencil first and apply the ink carefully. Paste on the cut after the scroll is done.

"P" is an idea that can be worked up for a card that can be used on any kind of merchandise. These little scenes can be gotten from post cards or small, unframed pictures. Two-toned rulings and scroll work can be used. The ruling of pale green and the scrolls of a darker shade of green applied with a small brush.

"Q" shows a fancy end or side piece for the showcard. Make all the same color. The ends are made with one continual motion of the brush.

"R" in my estimation is the nicest way to work in the scroll and little scenes. This is a solid black panel with a black pen line border around it, with the picture pasted over it a little above the centre. The scrolls are of a light shade of grey, so that they will show up on the black as well as the white surfaces. Note how irregular the scrolls are but how well balanced. This illustration was taken from a cover of a fancy box.

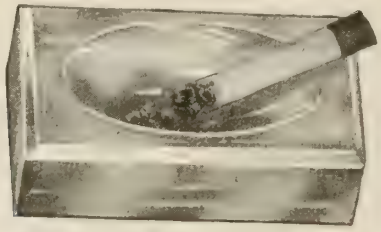
"S" and "T" show small end pieces for the finish of a card.

A GIVEN method may be excellent—until some one comes along and improves it.

New Goods Described and Illustrated

JAPANESE COLOR PRINTS

"Bookseller and Stationer" acknowledges heceipt of a set of Japanese art color prints from The Matsumotodo, Tokyo, Japan, including a variety of attractive pictures representative of the art of the Japanese. These Matsumoto prints are hand-made by processes native to Japanese craftsmanship, and are printed on Japanese paper and in soft vegetable colors. They consist largely of reproductions of the best work of the old master-painters of Japan.



NEW JIG-SAW PUZZLES

Among the new jig-saw puzzles put out by Gale & Polden, of London, is one depicting the Jutland naval battle, comprising 150 pieces which when made up makes a picture 18¾ by 12½ inches in attractive colors.

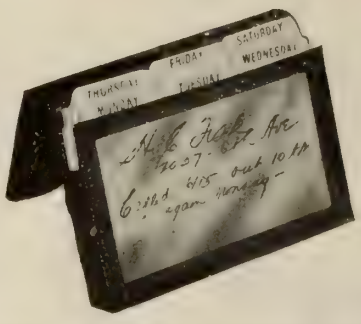
There is a large variety of these jig-saw puzzles, comprising army and navy subjects.

SEPARATE SETS OF RINGS

In answer to the demand for separate sets of rings, the Boorum & Pease Co. have brought out what is known as the Standard Ring. They were originally designed to be used in conjunction with their standard note books, but it is surprising to find that they are now put to a great variety of uses. They are made in two sizes, ⅝ inch and 1 inch capacity, packed 100 in a box.



Art Calendar shown by The Alpha Publishing Co.



NEW SPECIALTIES

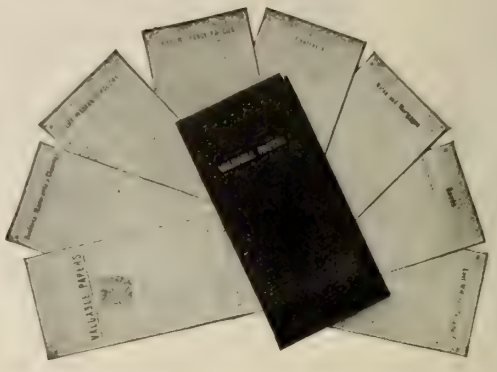
A novelty for stationers shown by the Polar Manufacturing Co., is a combination paper weight and ash tray as illustrated. The same concern has introduced a pocket-index case as a help for the systematic arrangement of calls for traveling salesmen, collectors, etc. Both of these items are illustrated herewith.

ROUMANIAN FLAG

The Copp, Clark Co. have added the Roumanian flag to the series of flags which they make at their plant in Toronto.

PAPER WALLETS

Made of imitation leather and genuine leather, new offerings of wallets to take valuable papers have been introduced by the Polar Manufacturing Co. The fold wallet is arranged with eight heavy manilla envelopes



printed and ruled for convenient notation of contents. The envelopes are fastened to the cover with a silk cord, which passes through two eyelets in each envelope and is tied in a bow allowing envelopes to be taken out or re-arranged.

THE READY BINDER

The Ready Binder is again in the market, made by the Ready Binder Co., of 24 Cliff St., New York. This binder, unavailable in recent years, was formerly in popular use for a variety of purposes.

* * *

A line of ink tablets known as the "Vulcan" has been introduced by J. W. Ullrich & Co., of New York, being put up in six different colors, with twelve boxes mounted on a display easel, each box containing 40 or more tablets of one color.

* * *

Decidedly new in Christmas Greeting Cards are those put out by the International Art Publishing Company, of Philadelphia, in the form of miniature copies of phonograph records. Each card is encased in a facsimile of a real phonograph record holder.

WELDON ROBERTS RUBBER ERASERS

Supply your most critical customer with WELDON ROBERTS ERASERS and he will be pleased. Our large assortment of styles and sizes will meet all needs.

The name WELDON ROBERTS on RUBBER ERASERS is the guarantee of the *finest quality* obtainable.

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

Standard Loose-Leaf Systems—the acme of efficiency and satisfaction giving.



EVERY practical time-saving idea that appeals to the up-to-date office man is perfectly embodied in the "Standard" lines. And because of this there is always a steady, profitable demand for loose-leaf devices with the well-known 'Standard" trade-mark.

YOU can prove this statement to your satisfaction by getting up a good Standard window display. Draw your customers' attention to the many superior points of these time-savers. Quick, profitable sales will result.

Ask about our proposition.

Write for catalogue.

BOORUM & PEASE COMPANY

Home Offices: Front St. and Hudson Ave., Brooklyn, N.Y.
Factories: Brooklyn, N.Y. St. Louis, Mo.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

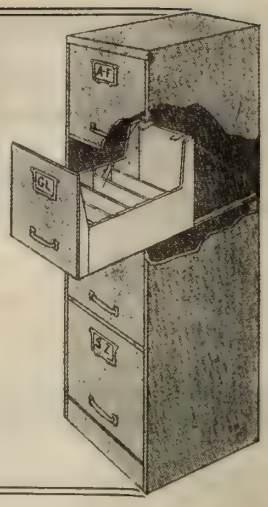
TROUT DIRECT FILING SYSTEM

COMPLETE STEEL

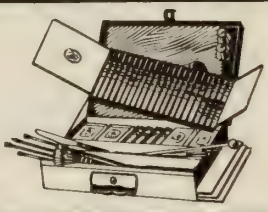
SAVE 50%

NO CARD INDEX OR ROD AND FOLLOWER BLOCK REQUIRED—
REMOVABLE METAL PARTITIONS.

AMERICAN STEEL FURNITURE CO.
119 South 4th Street, Philadelphia, Pa.



ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

A Circus When You Pull the String
POSITIVELY ANIMATED

The Jugging Clown

Retail 50c.

(Patent Applied for) MADE-IN-CANADA

BRAND NEW and a BIG HIT!

Book your orders early

J. McCART 98-100-102 Jarvis St. TORONTO, CANADA

SPENCERIAN STEEL·PENS

Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

Jost "Elite" Cards and Art Calendars

Private Greeting Cards.
Xmas Greeting Cards.
Hand-Colored Photo Art Calendars.

All Cards Photo-Engraved and Hand-Colored, from Original and Exclusive Designs.

Correspondence solicited from interested parties.

J. H. JOST, - Halifax, Canada

Made in America *Made in America*

All *Eberhard* Faber products are made in America. *All* Eberhard Faber products were in the prize winning collective exhibit at the Panama-Pacific Exposition, notably

THE VAN DYKE DRAWING PENCIL NO. 600

which was awarded a *Gold Medal.* Made in 15 degrees—6B to 7H. Yellow polish, hexagon.

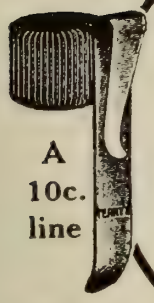
THE VAN DYKE ERASER NO. 6000

also received a *Gold Medal*—the highest possible honor. Made in 10 sizes, viz., 4, 8, 12, 16, 20, 24, 30, 40, 60 and 72 pieces to the box.

Samples and information to dealers upon request.

EBERHARD FABER - NEW YORK
Oldest Pencil Factory in America

The TERRY
Pen or Pencil Clip



A 10c. line

appeals to every user of pen or pencil, as it prevents the loss of these articles.

Well finished, carded to attract —it is a seller.

Ask for sample and terms. We can supply as soon as war is over. It's British made too.

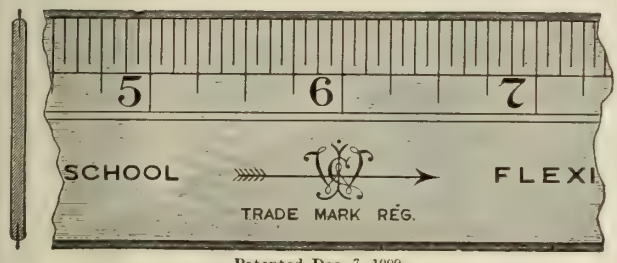
Herbert Terry & Sons, Ltd.

The Spring and Presswork Specialists

REDDITCH, ENGLAND

Pat. and reg'd.

Established 60 years; we have the "Grip of the Spring" trade



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other.

You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

RULER MAKERS EXCLUSIVELY

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student and the Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Let the Moore Push-Pin Girl Sell For You.





This clever little sales girl, appearing in leading magazines, is creating a wonderful demand everywhere, and big profits for you.

We will send one for your Counter FREE.

Moore Push-Pins

Glass Heads, Steel Points



Moore Push-less Hangers

The Hanger with the Twist

Our advertising appropriation has been increased many thousands of dollars to quickly move these popular and profitable Moore Push devices.

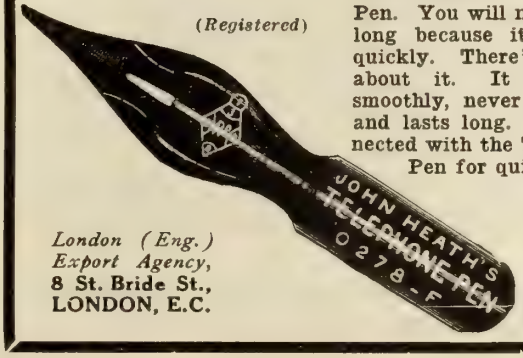
Sold in handy 10c. packets.

Free samples, Booklets, Prices on Request.

Moore Push-Pin Co., 117 BERKLEY ST. PHILADELPHIA, PA.

HOLD THE LINE

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.



(*Registered*)

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

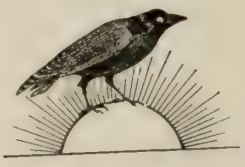
Supplied by all the leading wholesale houses in Toronto and Montreal

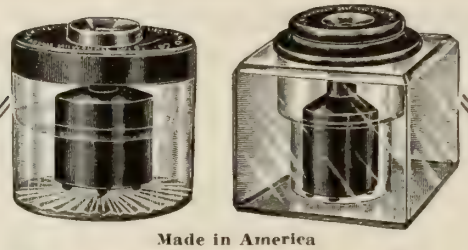
BLANK BOOKS

The quality of Dawson blank-books is such that they are a guarantee of satisfaction to your customers. We can supply every blank-book need. The profit to you is liberal. Why not try us?

W. V. Dawson
LIMITED

MONTREAL TORONTO WINNIPEG





Made in America

No. 51, 3 inch size, Plain Glass, $1.50.
No. 52. 3 in. Cut Glass $2.00
No. 53. 3 in. Plain Glass ... 1.75

CLEANLINESS—COMFORT
EFFICIENCY—ECONOMY

Those are the elements which placed the Sengbusch Self-Closing Inkstand so far in the lead.

Cleanliness: Because the **ink** is **always** perfectly **fresh** and **clean.** No more ink thickened from evaporation, dust or sediment, for the man who uses the "Sengbusch."

Efficiency: Because the pen-dip is natural and to a uniform depth—every dip gives just enough ink, with no stringy clots or thick or dirty ink — no overloaded pens. The result is **clean** and **rapid** work.

SENGBUSCH Self-Closing INKSTAND

Economy: Because no ink can evaporate, none will get spilled, none will be shaken off the pen onto floor or blotter. What is not **used** stays in the well.

Comfort: Because the ink is always ready, no cover to remove and replace (or forget), no care required to avoid spurting. Just dip your pen naturally and write.

These are the reasons why it pays all dealers to keep the "Sengbusch" well displayed, and to push it.

Write for catalog and information on complete line, and our full proposition. We furnish attractive Canadian price-lists with your imprint, display cards, etc. Their use gives you larger profits and repeating orders.

Write us to-day.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Bldg., Milwaukee, Wis., U.S.A.

Deeds—
not Promises!

WE don't promise to advertise Highland Linen. For years we have been telling your customers about it, and now we are at it more effectively than ever before.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

CARTER INX

Quality Products

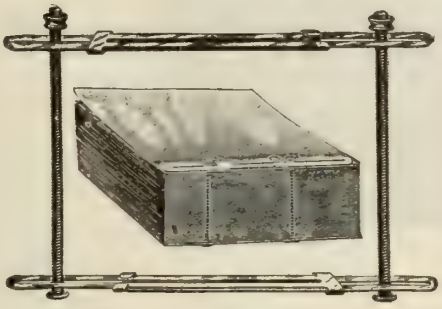
embrace a line of inks, mucilage and paste which is unequalled. It insures a steady profit from your best trade, and does away with all dissatisfaction.

MADE IN CANADA

The Carter's Ink Co.

356 St. Antoine Street **Montreal, Que.**

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

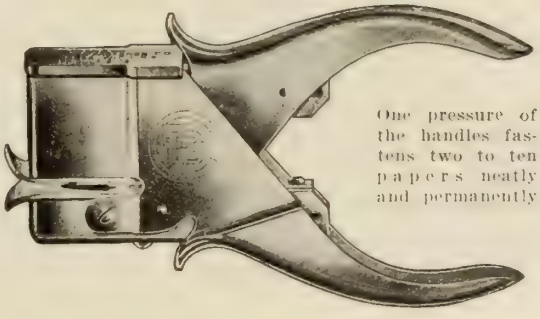
Every Officeman Appreciates

BUMP

The 20th Century Paper Fastener

We are building up an unusually big demand for the Bump Paper Fastener through our constant advertising in the magazines, and dealers everywhere are finding it worth while to feature this efficient little office necessity.

You, too, can secure a share of this demand by ordering a supply of Bump Fasteners to-day. Let us send you prices and particulars.



One pressure of the handles fastens two to ten papers neatly and permanently

BUMP PAPER FASTENER COMPANY - - - LA CROSSE, WIS.
Canadian Agents: W. G. Gage & Co., Limited

Before buying a fresh stock of pens, get samples and prices of the famous

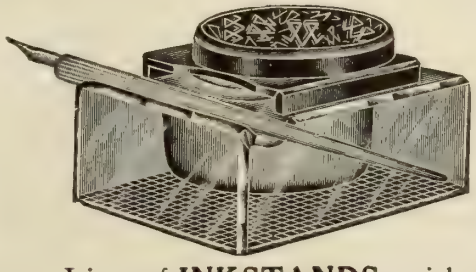
"Rob Roy" Pen



the popular and quick-selling pen

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:
Hinks, Wells & Co., Birmingham, Eng.



Paragon Line of **INKSTANDS**, with Slide Covers, in great variety.

Manufactured by
Frank A. Weeks Mfg. Co., 93 John St., New York
Can also be had through any Canadian Jobber

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Packard
BROTHERS.
MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company
85 Fulton Street, New York City
carry a large stock of
German, French, Spanish and Italian Grammars
of the
Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade



Wonder Soap Bubbler
Blows Double, Chains, Clusters, Etc.
INDESTRUCTIBLE. PROFITS 80% to 100%
Write for Samples and Prices
BRADWAY NOVELTY CO.
1 West Broadway, - NEW YORK CITY

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.
The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
Menzies & Co., Limited, Toronto.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Birn Bros., 266 King St. W., Toronto.
British-Canadian Publishing Co., 35 Church St., Toronto.
J. H. Jost, Halifax, N.S.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.

CODE BOOKS.
The American Code Co., 83 Nassau St., New York.

CRAYONS.
American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES
Elbe Tile & Binder Co., New York, N.Y.
Elbe File and Binder Co.
Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Menzies & Co., Limited, Toronto.

ERASERS.
St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.
Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.
The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.
American Pencil Co., New York.
Eberhard Faber Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.
The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.
342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

Commercial Publications

HUGHES' INTEREST

MATTE'S INTEREST

BUCHAN'S EXCHANGE

IMPORTERS STERLING ADVANCE TABLE

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

BUYERS' GUIDE

SCHOOL RULERS

A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.

Silver Springs, N.Y.

ELBE

AUTOMATIC, SELF-FEEDING

EYELET MACHINE

The only Hand Device that DOES the WORK

Punches the Sheets, Feeds the Eyelet, Binds the Papers, all in one Operation.

Ask for catalogue and discount.

ELBE FILE & BINDER CO.

97 Reade Street New York, U.S.A.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
D. Harper & Co., 258-262 Holloway Road, London, Eng.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

MILITARY SPECIALTIES

Geo. Clark, Southam Bldg., Montreal, Que.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Bump Paper Fastener Co., La Crosse, Wis.
Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
D.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

SCHOOL AND OFFICE RULERS

Lucas-Tuttle Mfg. Co., Silver Springs, N.Y.
Wescott-Jewell Co., Seneca Falls, N.Y.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers, Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Smith, Davidson & Wright, Vancouver, B.C.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto
Spencerian Pen Co., New York, N.Y.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TOYS AND GAMES

A. C. Gilbert Co., New Haven, Conn.
Menzies & Co., Limited, Toronto.
Modellit Mfg. Co., 19 Brunswick St., Bristol, England.

TYPEWRITER RIBBONS AND CARBONS.

Tittag & Volger, Park Ridge, N.J.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

Morton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Menzies & Co., Limited, Toronto.
U. S. Playing Card Co., Cincinnati, O.

POST CARDS, GREETING CARDS, ETC.

Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Hildesheimer, Ltd., 93, Clerkenwell Road, London, E.C.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.
Pugh Specialty Co., 38-42 Clifford St., Toronto.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Chappell Co., 1348 Yonge St., Toronto.
Hawkes & Harris Co., Toronto
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by

THE MORDEN MFG. CORPORATION

Waterbury, Conn.

PATRIOTIC SONGS

are still in active demand. There is good profit in them. We supply the following at 8c.

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. Over 100,000 copies sold	15c
By Order of the King. A new song by the same composers. 16,000 sold	15c
I'll Not Forget You, Soldier Boy. A very popular new song. 4th thousand	15c
Our Own Canadian Boys. 3rd thousand	15c
Soldiers of the King. 50,000 sold	15c
Call of the Motherland. 10th thousand	15c
There's a Fight Going On. 7th thousand	15c
You Bet Your Life, We All Will Go. 2nd thousand. New	15c

NEW

Canada, Fall In	15c
On to Victory	15c
There's a Corner of the Flag for You to Hold	15c
Kiss Your Soldier Boy Good-bye	15c

ANGLO-CANADIAN MUSIC CO.

144 Victoria Street, Toronto, Ontario

RELIABLE SERIES — WR & S TRADE MARK — BRITISH MANUFACTURE

Christmas Card Buyers

Should not fail to order

WM. RITCHIE & SONS

Limited

of Edinburgh, Scotland

CANADIAN SERIES

Samples in the hands of the principal jobbers, or write A. O. HURST, 32 Front Street West, Toronto

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

EXPERIENCED CLERK FOR BOOK AND Stationery Store. State experience, salary wanted and give references. Cloke & Son, Hamilton, Ont.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

DEALERS WANTED.—BOOKSELLERS AND stationers can add a profitable new line by featuring Japanese prints. Get further particulars by communicating with "Jap-Art" c/o Bookseller and Stationer, 143 University Ave., Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.

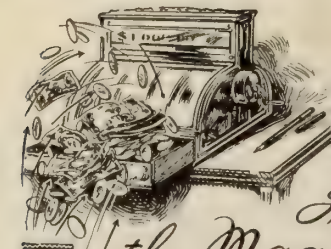
TICKET and CONDUCTOR PUNCHES

the best made

The Fred J. Meyers Mfg. Co.

HAMILTON, OHIO, U.S.A.





MAKE FOUNTAIN PEN PROFITS WITH The Pen with the Magic Button



Buying right insures good profit. Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

The "A.A." Self-Filling Fountain Pen has gained great popularity with the Canadian public, for it never falls short of its advertised merits. What is popular is profitable, and for this reason you should carry the "A.A. Line."

Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
36 THAMES ST. NEW YORK CITY

Not connected with the L. E. Waterman Co.



Standard Paper Mfg. Co.

RICHMOND, VA., U.S.A.

Largest Exclusive Manufacturers of

Blotting Paper

Plain and Coated.

"Standard," "Imperial," "Sterling" plain Blottings; "Prismatic," "Curi-Curl," "Banker's Linen Finish" Embossed Blottings.

"Royal Worcester" and "Defender" Enameled Blottings.

To Manufacturers and Wholesalers

MAKE YOUR BUSINESS FORGE AHEAD!

"Would an engineer, with his engine speeded up to 60 miles an hour, throw his coal overboard because he had reached his maximum speed?

"Not a bit of it! He knows only too well that this supply of coal is absolutely essential to a maintenance of this speed.

"Just so with advertising, which is the greatest fuel for speed maintenance in the sales department. To drop it at a time of sales making history is like removing the flames beneath the throbbing boiler. The speed begins to slacken, and the great impetus gained is soon a negligible quality.

"A well-known advertiser recently made the statement that although the product of his factories was sold up for two years in advance, nevertheless his advertising appropriation for 1916-17 had been increased beyond any previous figure.

"Is it to be wondered at that this manufacturer is an unquestioned leader in his field of endeavor?

"A maximum speed record can be held only by the continued application of such energies as are necessary for its maintenance."

The Booksellers and Stationers of Canada expect to find good strong informative announcements in the advertising pages each successive month.

EVERY ISSUE IS READ BY THEM. YOU SHOULD BE REPRESENTED IN EVERY ISSUE

(BOOKSELLER & STATIONER)

Business that Sticks to You

As a seller of Stationery and Supplies, including typewriter ribbons and carbons, you scarcely need to have suggested to you the practical wisdom of supplying goods that give perfect satisfaction. Far better to consider the ultimate profit than the immediate one. It is penny wise and pounds foolish to supply typewriter ribbons and carbons that make the typist and her employer "sore" on the dealer who supplied them. Play safe—"Safety first," last, and all the time; and you play absolutely safe when you supply your customers with

Mittag & Volger Typewriter Ribbons and Carbons

This trade-mark on your stock is a guarantee of better sales and bigger profits.

The proof is: The many, many years you and others have been selling the "M. & V." brand of Typewriter ribbons and carbons and other lines.

Our immense business could never have grown to its present proportions apart from a quality product. Tie up with lines and firms which assure you repeated business—the business that sticks.

Ask for our Catalogue. Prices are exceedingly attractive.

MITTAG & VOLGER, INC.

SOLE MANUFACTURERS FOR THE TRADE

Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

Branches: NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL



Loose Leaf Price Book

FULL flexible Genuine Black Morocco binding. Pocket in cover. Fillers are unruled, faint, quadrille, $ and c, Journal, 4 and 8 column, D. E. Ledger or regular, printed head, Price and Cost Form.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

Kildare Linen Finish

The Popular Priced Stationery

A fine, white, linen-finish paper with a pleasant writing surface. Supplied in the most popular sizes and styles, in note-paper, envelopes, papeteries and tablets by the makers of "Dimity" and "Dutch Fabrik." Tastefully boxed in green, gold and white.

Look Up Your Needs in Fall Stationery

Inks and Adhesives
Tally Cards
Playing Cards
Boxed Stationery
Tissue Napkins
Poker Chips
Crepe Tissues
Colored Tissues, etc.

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

32nd AUTUMN ANNUAL

BOOKSELLER & STATIONER

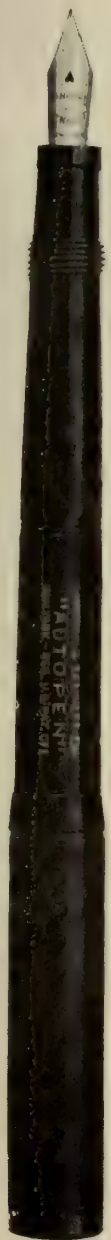
AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, OCTOBER, 1916 No. 10



To Our Mind—

it gives you a big advantage over competitors, to be able to sell your customers a self-filling fountain pen that you know will give satisfaction. Here is a self-filler that is worthy of the name. The



S & B Autopen

is positively non-leakable. No mechanism in sight while writing. Simple and accurate in construction—sure in operation. Always in perfect writing condition, because there is no evaporation. Gives such superior service that it becomes an inseparable companion to its users. A super-fine pen that sells at a low price, and yields you a good profit.

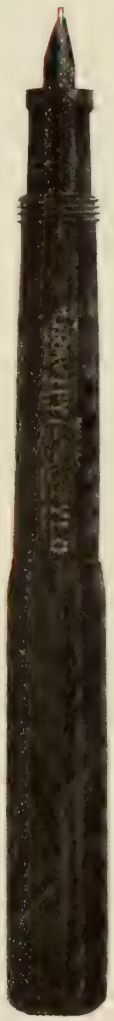
It's to Your Advantage

to sell a stylo pen that has such telling talking points, and such fine **writing** points, that it outsells other makes. We offer you a stylo pen that is made on correct principles, and excels in its service. The



S & B Gravity-Stylo

is years ahead of ordinary "stylos." The flow of ink is automatically regulated by a positive gravity system. No springs to get out of order—no surplus ink—no clogging. Largest reservoir of any stylo pen its size. A safe pocket pen—a favorite with stenographers and secretaries. An easy pen to sell your customers.



Write to-day for prices and discounts.

Sanford & Bennett Co.
W. E. COUTTS, Canadian Sales Agent

51-53 Maiden Lane, New York
266 King Street West, Toronto, Ont.

For Your Christmas Trade—

Made-in-Canada

HIGH-GRADE PAPETERIES



With a stock of this distinctive paper, you will be able to meet the demands of your most discriminating customer—the customer that insists on something different when purchasing correspondence paper.

Rolland Parchment



A watermark that guarantees customer satisfaction.

has the superior quality and appearance that will make a telling appeal to your *customers*. Put up in a neat, attractive-looking box, as shown here, it makes effective, eye-catching displays easy and resultful.

Order Now from your jobber or wholesaler, an ample supply of *Rolland Parchment*. It will make a hit for Christmas trade.

The Rolland Paper Company, Limited

General Offices:
142 St. Paul St. W.
Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P Q.



R. Queen


With Compliments



Canadian Flags


Remembrance


Ocean to Ocean


United

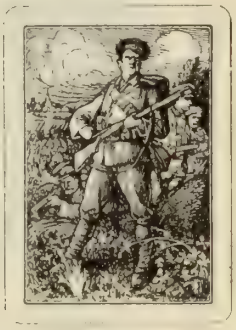
Stock the lines that card lovers prefer—

GOODALL'S ENGLISH PLAYING CARDS

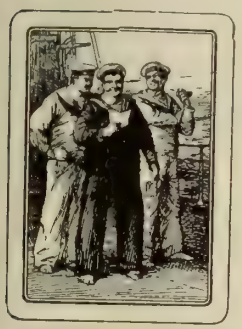
MADE IN ENGLAND

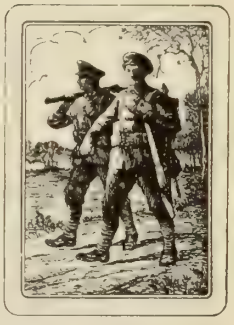

For King and Country


Ever Faithful


The Army

WHEN you sell GOODALL'S ENGLISH PLAYING CARDS you are selling a line that has met the approval of the most critical card lover. This is particularly true of the Patriotic Series, some of which are here illustrated. They are striking in the extreme, and coupled with the snappy board for which every Goodall line is famous they make a selling proposition that is unusually dependable.


Letters from Home


It's a Long Way to Tipperary

Put a few of these new lines in your window or on your sales counter—some place where your customers will see them. The results will convince you that Goodall's are worth while.

Order a stock to-day.

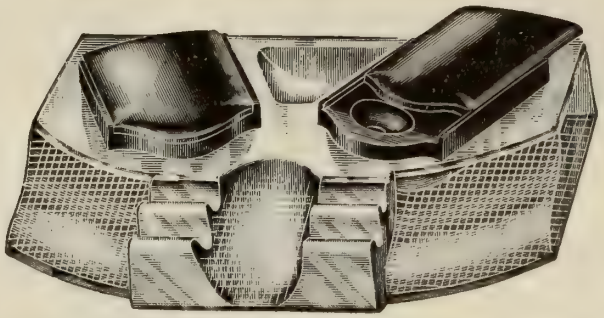

Let 'Em All Come

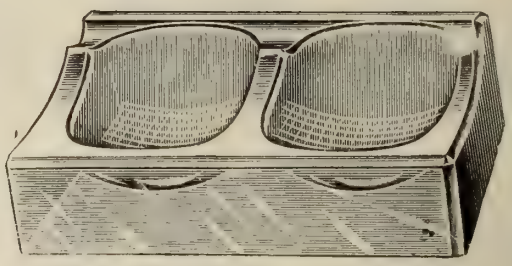

For Honour

AUBREY O. HURST

FOY BUILDING, Front St. West, TORONTO

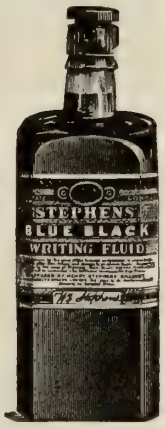
Stationery—Office Supplies





NEW IMPORTATIONS OF GLASSWARE SUNDRIES. COMPLETE STOCK OF GLASS INK-STANDS, PEN TRAYS, PIN CUPS, MUCILAGE BOTTLES, SPONGE CUPS.





WRITING INKS

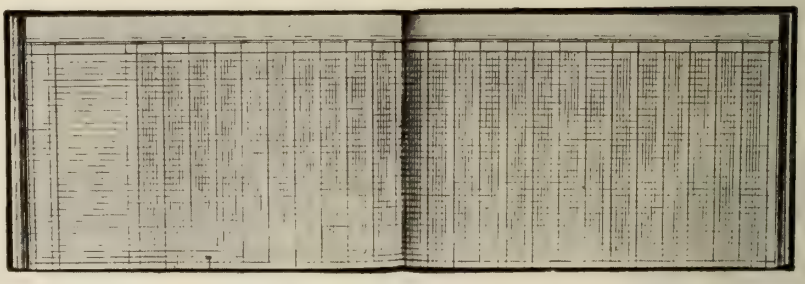
We carry full stock of standard makes: STEPHENS', CARTERS', STAFFORDS', UNDERWOODS', etc. Now is the time to sort up your stock for winter.

ACCOUNT BOOKS

Every Size, Style and Quality. Order Now for Fall Delivery and have your stock complete.

Column Books

We manufacture seven sizes—three thicknesses, 100, 200, 300 pages—from 6 to 24 columns.



MEMORANDUM AND PRICE BOOKS—All sizes and styles—Our unexcelled special line.

STEEL PENS — Esterbrook's, Gillott's, Myers', Spencerian, Ball-pointed, Brown Bros., and all makers.

LEAD PENCILS—Ophir, Silko, Royal Academy, Checking, etc.

ENVELOPES — Large stock all sizes and makes. White and cream, standard grades—Official, Pay.

Complete and "Up-to-Date" Stock In Every Department

Established in Toronto over Seventy Years

BROWN BROS., Limited

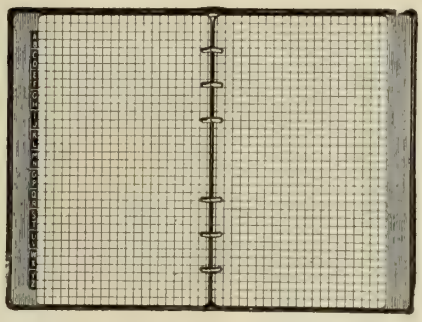
Wholesale Manufacturing Stationers

TORONTO

LOOSE I-P LEAF

LOOSE LEAF PRODUCTS

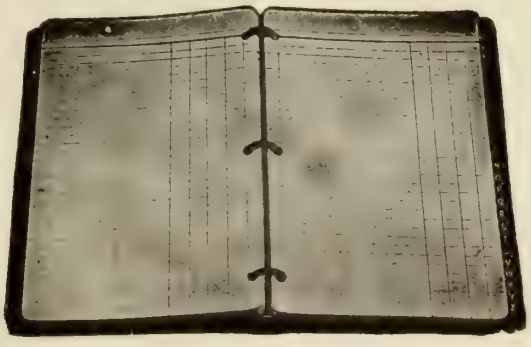
The Irving-Pitt Line of Loose-Leaf goods is the most complete line on the market. Below are a few of the most popular and best lines for the dealer to handle:



LOOSE I-P LEAF

Memorandum Books

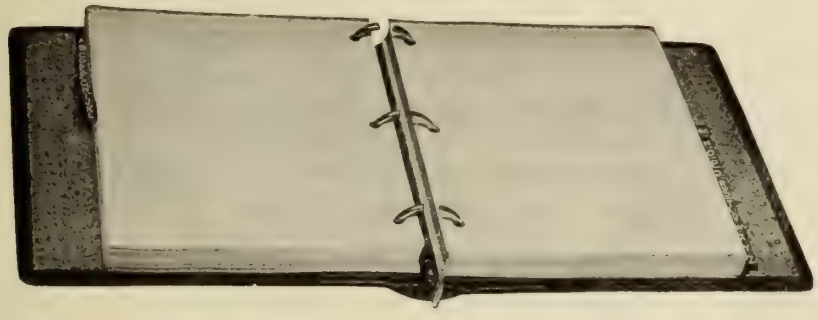
Made in 14 sizes. Bound in Genuine Morocco. Very compact and thin. All rulings.



LOOSE I-P LEAF

Price Books

A size for every use. For pocket or desk. Two bindings. All rulings.



LOOSE I-P LEAF

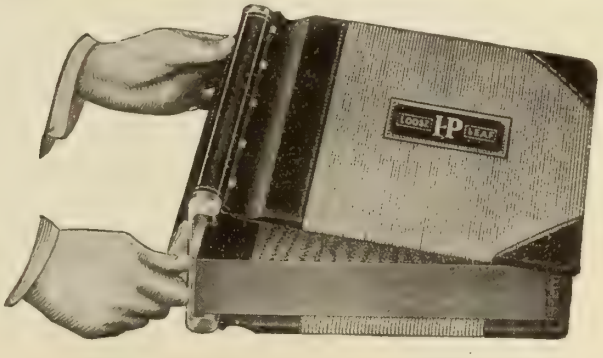
Large Ring Books

For Cash Books, Ledger and records of all kinds. Bound in Leather or Canvas. Large variety of sizes.

LOOSE I-P LEAF

Ledgers and Transfers

A mechanically perfect Ledger, metal. Five sizes and rulings. Bound Corduroy or Canvas.



GUARANTEE

All LOOSE I-P LEAF Books are guaranteed mechanically perfect, and will be replaced without cost

The Irving-Pitt Manufacturing Co.

Canadian Agents: THE BROWN BROS., Limited, TORONTO

Write for Canadian Catalogue No. 15.

CASSELL & COMPANY, LIMITED,

PUBLISHERS.

LONDON, NEW YORK, TORONTO, MELBOURNE

CANADIAN OFFICE & WAREROOMS,

55 BAY STREET,

TORONTO

THE LIFE AND LETTERS OF
SIR CHARLES TUPPER, BART.

2 Vols. 8 Photogravures. $5.00 Net.

We shall publish the above on October 12th, and it will, without doubt, prove to be the most important publishing event from a Canadian point of view of the year. The Rt. Hon. Sir R. L. Borden has written an admirable Introduction, from which we quote the following: —

"For Canadians the Life of Sir Charles Tupper needs no introduction. His career as a public man is indissolubly associated with the history of Canada since Confederation."

"He entered public life at the age of thirty-four in his native province of Nova Scotia, and during the twelve years which ensued before Confederation, his public record gave abundant evidence of the magnificent courage, the fine optimism and the breadth of vision which invariably characterized him in the wider arena in which he was destined to play so distinguished a part.—It is not too much to say that if he had been a man of less invincible courage and determination, the project of Confederation might have been postponed for many years.—In 1882 he initiated the proposals for building the Canadian Pacific Railway. Many men of remarkable ability contributed to the achievement of that great enterprise. To none is due a greater meed of praise than to Tupper. For many years his prophecies of enormous development and production in the western territories of Canada were derided, and he was subjected to attack of a bitterness unequalled even in those days of fierce controversy. Happily for him, and fortunately for his country, he lived to see every prophecy more than doubly fulfilled."

Let us have your order by return, so that you may have copies on hand by publication date.

CASSELL & COMPANY, LIMITED

NOTEWORTHY NEW BOOKS

Published by The House of Cassell

Fiction

Jerome K. Jerome

MALVINA OF BRITTANY.

$1.25.

Arnold Bennett

THE LION'S SHARE

$1.25.

E. F. Benson

MIKE

$1.25.

Agnes and Egerton Castle

COUNT RAVEN

$1.25.

Capt. Oswald Dallas

GOD'S CHILD

$1.25.

General

SEA FIGHTS OF THE GREAT WAR

A Record of the First Six Months of Naval Warfare, by W. L. Wyllie, R.A. With 24 Color Illustrations and many Black and White Drawings, **Cloth, Net, $3.00**

EIGHTEEN MONTHS IN THE WAR ZONE

The Record of a Woman's Work on the Western Front, by Kate John Finzi. With 16 Full-page Photographs. **Cloth, Net, $1.50**

THE TRUTH ABOUT THE DARDANELLES

By Sydney A. Moseley, Official Correspondent with the Mediterranean Forces.

288 pages, **Cloth, Net, $1.50**

MOUNTED POLICE LIFE IN CANADA

A Record of Thirty-one Years' Service, by Capt. R. Burton Deane, with Four Half-tone Plates. 320 pages. **Cloth, Net, $1.50**

THE RETREAT FROM MONS

By Major A. Corbett-Smith. With Four Half-tone Plates and Plans in Text. 256 pages. **Cloth, Net, $1.00**

THE MEMOIRS OF A BALKAN DIPLOMATIST

By Count Chedomille Mijatovitch. With Four Photogravures. **Cloth, Net, $4.00**

THROUGH RUSSIAN CENTRAL ASIA

By Stephen Graham. With Photogravure Frontispiece and 48 Half-tone Plates, 320 pages. **Cloth, Net, $2.00**

THE DAY—AND AFTER

War Speeches of the Right Hon. W. M. Hughes, Prime Minister of Australia. With Introduction by the Rt. Hon. D. Lloyd George. **Cloth, Net, 50c.**

A HISTORY OF THE MODERN WORLD, 1815-1910

By Oscar Browning, M.A. Cloth, 1,024 pages. **Net, $2.25**

THE LIFE OF LORD CLIVE

By Sir George Forrest, C.I.E. With Six Photogravures and Six Half-tone Plates, and Maps and Plans, 544 pages. **Cloth, Net, $5.00**

THINGS I REMEMBER

By Sidney Whitman, Correspondent of the New York Herald, with Eight Illustrations. **Cloth, Net, $2.25**

Fiction

Elinor Mordaunt

THE PARK WALL

$1.25.

A. W. Marchmont

HER SENTINEL

$1.25.

Doris Egerton Jones

THE COCONUT PLANTER

$1.25.

Agnes and Egerton Castle

WIND'S WILL

$1.25.

Princess Catherine Radziwill

BECAUSE IT WAS WRITTEN

$1.25.



Quaintly Humorous—Breathlessly Exciting.

The Daredevil

By Maria Thompson Daviess

Over 25,000 copies already sold of this rollicking romance of Southern chivalry and international intrigue, by the author of **The Melting of Molly.**

—and now!

New jacket and frontispiece in colors by the famous etcher, J. P. Nuyttens.

A Good Book Made Better. **$1.35**

A BIG, NEW IDEA IN BOYS' BOOKS

The Boys of Today

By Carl Brandt

These stories are genuine and stirring, with plenty of action, plenty of thrill. But behind the well-told narrative is the big idea that while youth is the time for fun, it is also the time for preparation. The boy's interest is held, and he is educated unconsciously. Approved by all parents.

1. **TOM WICKHAM, CORN GROWER**
   A story of a Virginia boy who won out against odds when both prejudice and the elements worked against modern farming methods.
2. **BOB HAZARD, DAM BUILDER**
   Tom's chum, Bob, in a government irrigation project that involves mystery and danger as well as considerable hard work.

Jacket in full color. Four half-tone illustrations by F. J. Arting. Extra cloth binding, stamped in gold and color. 12mo. Per volume, - **$1.00**

The Snuggle Tales

By L. Frank Baum

Complete short stories, taken from the big Baum books; verses, both serious and humorous, and much other material. Profusely illustrated, with frontispiece in full color. Genuine, wholesome entertainment characterize these gems by a writer beloved of children.

1. **LITTLE BUN RABBIT**
2. **ONCE UPON A TIME**
3. **THE YELLOW HEN**
4. **THE MAGIC CLOAK**

Illuminated boards; size 7 x 9¼ inches. 64 pages. Per volume, - - - - - - - **50c**

Adopted as Supplementary Readers in Juvenile Reading Courses.

The Children's Own Story Book

By Norma Bright Carson and Florence E. Bright

Poems, short stories, mythology, history, etc., and on nearly every page an illustration in two colors. A story-book that will never lose its interest, and one of the most attractive juveniles published. History, biography, nature-study, all entertainingly handled, and much clever verse. A book that will particularly appeal to parents who are careful of their children's reading.

Cloth; cover stamped in colors. Jacket in color. Size, 7 x 9¼ inches. 180 pages, - - **$1.00**

Ever New Stories

FOR CHILDREN

EIGHT OF THE STORIES LOVED BY ALL CHILDREN.

Sixty-three full-page pictures in color, with pictorial half-titles, also in color.

The Three Bears	Jessica's First Prayer
Robin Hood	A Christmas Carol
Snow White and Rose Red	J. Cole
Aladdin and the Lamp	The Night Before Christmas

Illuminated boards; size, 7 x 9¼ inches. Jacket in colors. 192 pages, - - - - **60c**

THE BOOK WHOSE SUCCESS IS A FOREGONE CONCLUSION

Rinkitink in Oz *By L. Frank Baum*

Full of John R. Neill's Clever Pictures

A bit different from the other Oz books, but with all the distinctive interest and charm that has made "Oz" a magic word for children. It has a young Prince for a hero; a jolly fat King, full of the most whimsical jokes; and a Goat—the strangest, crustiest old billy that ever turned out an enchanted Prince.

Neill's pictures are better than ever. Twelve of them full-page and in color. 45 black-and-white, beside chapter heads, tail-pieces, and many smaller illustrations and sketches.

Uniform in size and style with the other Oz books. Bound in extra cloth; four color cover inlay. Jacket in full color. Color pages printed as inserts. Nearly 100 illustrations. **$1.25**



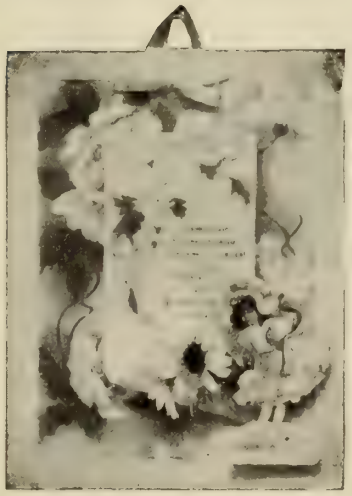
THE COPP, CLARK CO., LIMITED, TORONTO

Agents in Canada for THE REILLY & BRITTON CO., Chicago

Novelties for Valentine, St. Patrick, Easter







IT is important that the trade should place their orders at this time instead of waiting until a few weeks before the selling season for these goods.

"Preparedness" is a motto applicable to the trade in *Valentine, St. Patrick* and *Easter* lines, and the advance buying which we advocate is a most important element of such preparedness. If this course is not followed there is danger of not being able to get the goods necessary in order to do a satisfactory and highly profitable trade.

Certainly it will not be possible to choose from the same wide variety that is now available because the producers of these goods will then be engaged in producing 1917 Christmas lines.

Do Not Procrastinate

The lines being shown by our representatives on the road are exceptionally strong this season and we would again remind the trade that with the *Valentine, St. Patrick* and *Easter* novelties a comprehensive range of *Birthday* lines are being shown.

BE WISE—BUY NOW.

The Copp, Clark Company, Limited

527 WELLINGTON STREET, WEST, TORONTO

THE WANDERING DOG

By MARSHALL SAUNDERS. Illustrated with Dog Portraits, $1.50

A Great New DOG TALE By the Author of "Beautiful Joe."



Over 1,000,000 *Copies Sold is the Great Record of "Beautiful Joe."*

Miss "Marshall Saunders" is one of the best known of Canadian writers, and her new book, "The Wandering Dog," is another great achievement. The thousands of people, young and old, who enjoyed "Beautiful Joe," will welcome this new book. Unlike "Joe," the hero of "The Wandering Dog," is a wire-haired terrier of "lang-pedigree," who chooses to be a traveller. His adventures take him to the Bowery, New York, where, among friendly gossips, he meets and forms a friendship with a gloriously ugly bulldog in the slums. Together they explore the artistic precincts of Riverside Drive, making friends with "titled dogs" in Central Park. There is a very charming love story running through the book, with a delightful ending.

Four Other Big Books Out This Month

The Vermilion Box - - $1.25
By E. V. Lucas

The Men Who Wrought - $1.35
By Ridgwell Cullum

The Tutor's Story - - $1.25
By Charles Kingsley and Lucas Malet

The Last Ditch - - - $1.25
By Wil Levington Comfort

QUALITY COUNTS · THE COPP, CLARK CO. LIMITED · QUALITY COUNTS · THE COPP, CLARK CO. LIMITED ·

THE COPP, CLARK CO., LIMITED.

TORONTO.



Twenty Million Likely Card Players

will see the national advertising of

BICYCLE PLAYING CARDS

CONGRESS PLAYING CARDS

SEND us your name and address and jobber's name and we shall be glad to put you on our mailing list and send you announcements of new backs and advertising helps for your local use.

in their favorite magazines during the fall, winter and spring. This advertising will appear in such widely read publications as The Saturday Evening Post, Literary Digest, Life, Cosmopolitan, Vogue, Vanity Fair, Harper's Bazar, Theatre Magazine, all having large circulation in Canada, and MacLean's Magazine, published in Canada.

These publications go into four million homes and are read by twenty million people. They are the kind of magazines that reach card players and all who are likely to play cards in the future.

Every reader of these publications will see these advertisements and practically everyone will read them because they will be full of the human interest peculiar to cards and card playing.

Every advertisement will be entirely different from the advertising we have used for several years. Attractive drawings from life will compel the reader's attention. Large space will allow for convincing presentation of the Bicycle and Congress qualities.

This advertising will send customers to your store if you will handle Bicycle and Congress Cards and let people know it. If you now carry these cards in stock make sure that you have an adequate supply for the opening of the card-playing season and put a few packs in your window so passers-by will see them.

If you do not handle playing cards there is no better time than now to begin. Start at once so you will enjoy in your town the benefit of our advertising. As a trial order have your jobber send you, for instance, a dozen packs each of Bicycle and Congress assorted among the following best selling backs: Bicycle—Thistle, New Fan, Acorn, Lotus, Rider, Racer. Congress: Mutter, Fountain, Muse, Vista, Sappho, Orpheus. The investment is practically nothing. The profit to you unusually good.

THE U. S. PLAYING CARD COMPANY

TORONTO, CANADA

BOOKS YOU CANNOT BE WITHOUT

21st THOUSAND

Doreen and the Sentimental Bloke 75c.

By C. J. DENNIS

This book is one of those rare, elemental poetic outbursts that grip the world as did "The Songs of a Sourdough." This time the poet is an Australian and to use a slang term current in the Commonwealth, Dennis is a "Bonser" poet, meaning excellent in the superlative degree. "Bill," of the story, is a man, but not above sentimentality, and this is as masterly in its depicting of the beneficent effect upon the nature of a man of "The Master Passion for Maid" as Tennyson's "Idylls of the King."

The World For Sale By SIR GILBERT PARKER $1.50

Sir Gilbert's new book is a vivid story of the Canadian North-west. The author weaves into a fascinating whole the loves and hates, ambitions of a great builder, a beautiful gypsy, Indians, a musician, and a wastrel. It is a stirring tale in the best style of Canada's greatest author.

The Wonderful Year By WILLIAM J. LOCKE $1.40

Every lover of "The Beloved Vagabond," of "Septimus" and the other big characters that Locke has given us in his books will welcome this new Locke novel in which the leading character is Fortinbras, merchant, of Happiness and god-father to all the storm-tossed dreamers of the Quartier Latin.

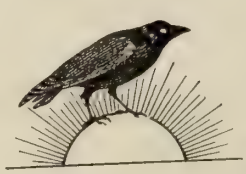
S. B. GUNDY, 25-27 Richmond St., West, TORONTO

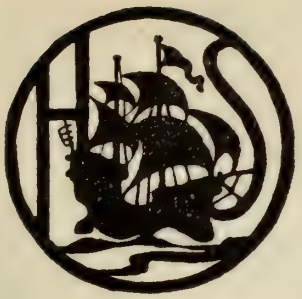
BLANK BOOKS

The quality of Dawson blank-books is such that they are a guarantee of satisfaction to your customers. We can supply every blank-book need. The profit to you is liberal. Why not try us?

W. V. Dawson
LIMITED

MONTREAL TORONTO WINNIPEG





OUTSTANDING NOVELS



FROM THE H. & S. NEW LIST

FALL 1916

Men, Women and Guns

By SAPPER — Author of "Sergeant Michael Cassidy, R.E." "The Lieutenant and Others." — **CLOTH, $1.25**

"Sapper" is admitted by all to be the great literary discovery of the War. He is without question a writer of genius. Not since the days when the stories of Rudyard Kipling first roused the wonder of the world of readers has such a book been published.

The Five-Barred Gate

By E. TEMPLE THURSTON — Author of "The City of Beautiful Nonsense." "The Greatest Wish in the World," Etc. — **CLOTH, $1.25**

A book of that elusive and indefinable charm which one naturally associates with the author of "The City of Beautiful Nonsense." Graceful, sympathetic and abounding in touches of subtle insight.

The Fur Bringers

By HULBERT FOOTNER — Author of "Two on the Trail" "New Rivers of the North," Etc. — **CLOTH, $1.25**

A powerfully written story of the desperate rivalry between two free traders in the wilds of Athabasca. Amidst the rivalry and the tangled web of intrigue and danger that accompanies it, grows a changeful curiously fascinating love romance.

The Castaways

By W. W. JACOBS — Author of "Ship's Company" "Captains All," Etc. — **CLOTH, $1.25**

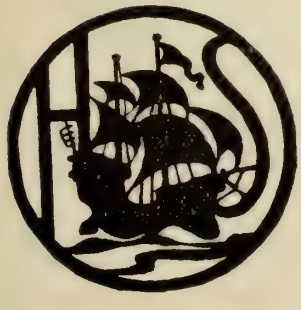
At last W. W. Jacobs has given us a full length novel. It is of course, full of humor, and is above all else, a rattling good story from beginning to end. The kind of story you want to read and re-read.

Leatherface

By BARONESS ORCZY — Author of "The Scarlet Pimpernel" "The Laughing Cavalier," Etc. — **CLOTH, $1.25**

The hundreds of thousands of readers who have been thrilled by the deeds of the immortal "Scarlet Pimpernel" will hail this new story with delight. It deals with the Inquisition in Flanders in 1572 —with the doings of one, Leatherface, a man after the "Scarlet Pimpernel's" own heart.

We will be pleased to send you a copy of our Fall Catalogue upon application





Hodder & Stoughton

LIMITED

LONDON — **Toronto** — NEW YORK

Nelson's Publications Dealing with the War

A General Sketch of the European War.

The Second Phase—by Hilaire Belloc, $1.50.

Nelson's History of the War

by John Buchan. Volume XIII Now Ready, Price 45c. Contains the Position at Sea, the Fall of Erzerum, and the First Battle of Verdun. Volumes I-XII are still selling.

How Armies Fight

by "Ubique," Price 45c.

A Woman's Diary of the War.

by Miss Macnaughton, Price, 45c.

THOMAS NELSON & SONS
LIMITED
77 Wellington Street West
TORONTO, ONT.

Study the men who buy it!



WHO buys VENUS? The average customer or the better than average buyer? Watch, and you'll get some information that will interest you. The man who buys **VENUS** is almost invariably a man to whom you should be able to sell many other supplies. **VENUS** buyers are the purchasing agents for big industrial corporations and manufacturing plants, engineers, architects, students, artists, bankers, contractors, etc.

Stock and feature the

VENUS
10¢ PENCIL
because it's what the public wants!

VENUS buyers are the big men of your community. They buy the distinctive **VENUS** water-mark finish pencil because they have found it best. They know of its remarkable smoothness, its long life, its economy and of the splendid satisfaction which it gives.

Stock **VENUS.** Be sure that you have always on hand the complete line of 17 degrees ranging from 6B softest to 9H hardest. You can then please every and any requirement. *two copying degrees, medium and hard* are also very popular. And don't forget to put **VENUS** pencils in a prominent place in your store. It pays!



Write for latest catalog and prices to-day.

American Lead Pencil Co.
220 Fifth Ave., New York
and Clapton, London, Eng.

Makers also of the famous BLUE-BAND VELVET 5c pencil and Venus eraser.

DON'T WAIT

Order Ink now before frost sets in. We have a full line of Stephens' and Stafford's Ink, also Paste, Mucilage, Gloy and Cico.

Playing Cards, Cribbage Boards, Checkers and Checker Men, Scoring Tablets.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



He Came In to Buy Pens—He Went Out With Pens, Paper, Ink, Blank Books, Etc.

The salesman knew that if he used pens, he used ink, paper, pencils, etc.

One suggestion led to another, and the salesman increased his order from 75 cents to $4.15.

Stationers who appreciate the possibilities of thus developing one sale out of another realize what a tremendous influence an efficiently conducted pen department has on their entire business.

The most profitable pen departments are those that concentrate on one complete line, for these reasons:

You tie up less money in stock, save counter space, get maximum display, and make it easier for customers to buy.

To assist dealers in concentrating, there are ten different sizes of Esterbrook Counter Display Cases. Write us to-day for complete information.

Esterbrook Pen Manufacturing Co.
18-70 Cooper Street **Camden, N.J.**

Esterbrook Pens "Easiest to sell!"

How is Your Stock of Merriam-Webster Dictionaries?



NEW INTERNATIONAL

400,000 Vocabulary Terms.
30,000 Geographical Subjects
12,000 Biographical Entries
6,000 Illustrations
2,700 Pages

Regular Edition—Size, 12⅜ x 9¾ x 5 inches. Weight, 14¾ lbs. Nine durable and artistic bindings.

India-Paper Edition.—Size, 12⅜ x 9¾ x 2½ in. Weight only 7 lbs. Library Buckram and Full Seal binding.

WEBSTER'S COLLEGIATE DICTIONARY
Third Edition, Merriam Series

A New Book. The largest abridgment of the New International. 1,248 Pages. 1,700 Illustrations. 100,000 Words and Phrases. Scottish Glossary.

Regular Edition: Four substantial bindings.

Thin Paper Edition: Three especially attractive bindings.

Webster's New Ideal
The Best of Its Class. Size 5¾ x 8 x 1⅝ inches.

Webster's Little Gem
The most complete of Pocket Manuals. 224 Pages

Write to your jobber for terms, etc., or address

G. & C. MERRIAM CO. SPRINGFIELD, MASS., U. S. A.



He is SO Happy Modelling, with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada:
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.

Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

MG&S MG&S MG&S MG&S MG&S

LADY CONNIE

BY

MRS. HUMPHRY WARD

Illustrated by A. Sterner - - *$1.50 net*

Consumed with jealousy because Lady Connie, the girl he loves, has danced all evening with Otto, a young Polish musician, Douglas Falloden subjects his rival to a hazing, with disastrous results to the musician's career.

Around these three—lovable, tenderly appealing Lady Connie, arrogant, wilful Douglas Falloden, and delicate, temperamental Otto—the author has woven a novel dealing with the passions, longings and bigness of the human heart.

It's a strong, appealing love-story which grips you from the very beginning and carries you along by the magnetic power of its vivid portrayal of fine young manhood and womanhood.

Two Great Mystery Stories

The Social Gangster

By ARTHUR B. REEVE

$1.25 net

Craig Kennedy, the wizard of Laboratory Research, brings into play all the arts and crafts of modern scientific invention in running to earth criminals of every description. There is surprise in every chapter. Arthur B. Reeve has come to be regarded as America's foremost writer of clever detective stories.

The Ear in the Wall

By ARTHUR B. REEVE

$1.25 net

The "Ear in the Wall," is the dictograph through which every incriminating word heard was entered in the "Black Book." This black book is wanted by the District Attorney's fight for a clean city. But the Political Boss wants it too, to protect himself; so does the Society Leader to save her good name and the lawyer who intended to "graft" large sums through its possession.

The creator of Craig Kennedy has never written anything better than this dramatic, swift-moving, breath-taking story, in which mystery and romance are so skilfully interwoven. There is plenty to entertain and nothing to offend either old or young.

DYNAMITE STORIES

By HUDSON MAXIM

$1.00 net

The name of Hudson Maxim is perhaps the most distinguished in the development of high explosives and kindred inventions. First to make smokeless powder in the United States, he has worked with dynamite, maximite, stabilite and motorite, with torpedoes and rams, with projectiles and armor-plate, with automatic guns and detonating fuses, as a veritable familiar of these grim agents of destruction.

Long the most famous inventor in his field, he has gathered many an anecdote of explosion. Though some of these stories make saturnine sport of death, they are unique in their humor, crisp, dramatic quality, and human interest.

McCLELLAND, GOODCHILD & STEWART, Limited

PUBLISHERS ∴ 266-268 King Street West ∴ TORONTO

MG&S MG&S MG&S MG&S MG&S

NOVEMBER 15

—on that date the

New Canadian

Book of Common Prayer

will be placed on sale.

The Cambridge University Press are makers of the Cambridge Bibles and Prayer Books, and this new Canadian Book of Common Prayer is in the best style of the Cambridge Press.

There is sure to be a large and immediate demand for this new volume because of the widespread advance publicity it has had in the various Synods and Dioceses and the reason that its use has been authorized by all the Bishops of the Church in Canada.

Following is a list of the different styles and selling prices, less usual trade discounts:

Common Prayer (Canada), Small Pica 24mo. 5¾ x 3¾. On ordinary paper, and done only without hymns.

Catalogue Numbers, Styles and Retail Selling Prices

C 631—Cloth, morocco-grained, blind bands on back, square corners, burnished red edges ..... 50 cents.
Telegraph Code for C 631—Pelvis

C 632A—French Morocco, limp, round corners, gilt edges, one bookmark.....$1.
Telegraph Code for C 632A—Penates

C 632GX—French Morocco, limp, round corners, red under gold edges, gold roll, headband and one book-mark.....$1.50
Telegraph Code for C 632GX—Pendulus

C 634R—Rutland, limp, round corners, red under gold edges, headband and two bookmarks.....$1.75
Telegraph Code for C 634R—Penniger

C 636GX—Morocco, limp, round corners, red under gold edges, gold roll, headband and two bookmarks,.....$2.50
Telegraph Code for C 636GX—Pensilis

C 636X—Small-grained Morocco, smooth leather lined, round corners, red under gold edges, gold line inside covers, headband and two bookmarks, best finish throughout, $3.00
Telegraph Code for C 636X—Penso

The Cambridge University Press

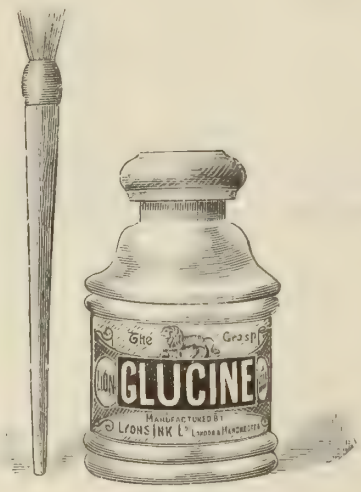
London, - England

CANADIAN AGENTS:

McClelland, Goodchild & Stewart, Limited

266 King Street West Toronto, Canada

THE LAST CALL



2½ oz., 10-cent size retail.
5 " 25- " " "
10 " 50- " " "
30 " quarts for refilling, 90 cents retail.

Please send us your order for your winter stock of

Glucine now.

You may have lost sales last year through not having an adequate stock of adhesives. Don't let it occur this year.

Glucine Sticks

It is clean—never dries up—no water required. The Profit is big. Order now, please.

Lyons Ink Ltd., manufacture the famous Lyons Bank Wax. We carry stock of 4, 5, 10, 20 and 40 stick—75 cents lb. Also cheaper Wax—and Fancy Perfumed Wax.

Ask for Samples and Prices of Lyons Blue Black Writing Ink, Carmine Ink and Fountain Pen Ink.

Sole Canadian Agents Lyons Ink Limited, Manchester, Eng.

MENZIES & COMPANY, LIMITED

Importers Stationery Lines—Manufacturers Christmas Cards—Importers Blotting Paper, Etc.

439 KING STREET WEST, 1 Door West of Spadina Ave., TORONTO, ONT.

All Selling-Records Will Be Broken This Christmas By

ERECTOR

"The Toy like Structural Steel"

This is the biggest year in the history of the Erector business.

The tremendous increase in orders received from dealers indicates their constantly growing appreciation of Erector's superior merits and unequalled talking points.

Dealers who handle Erector will sell more sets this Christmas than ever before, and make more money:—

Because—There will be more and better Erector advertising for 1916 than ever before.

Because—The new, big idea back of all 1916 Erector advertising will fire the imagination of all real boys, and win the complete approval and interest of their parents.

Because—Our intimate co-operation for dealers, the way we **actually help them to make sales,** is even broader in scope this year than it has been in the past.

If you are not familiar with this Erector co-operation, and the new, big idea back of Erector 1916 advertising, write us for complete information.

Christmas is not far off—

Place your Erector order now!



DISTRIBUTORS:

MENZIES & CO., Ltd.

TORONTO, ONT.

FOR

THE A. C. GILBERT CO.

NEW HAVEN, CONN., U.S.A.

The Allen Line Fall Selling

Skinner's Dress Suit

By Henry Irving Dodge

The humorous hit of the season. A sure seller for the fall and winter season. Get your orders in early.

Illustrated. Net $1.00

Filling His Own Shoes

By Henry C. Rowland

The adventures of Ruggles, an American shoe salesman in Paris and the Orient, who finds himself the heir to a huge fortune, and the guardian of four beautiful girls of a Turkish harem. How he meets the situation makes both amusing and exciting reading.

Illustrated. Striking colored jacket.
Net $1.35

Just David

By Eleanor H. Porter

Still continues to be one of the leading sellers. Have you got your fall supply? Net $1.25.

Special Gift Edition, Limp Leather. Boxed. Net $2.00.

Friends of France

The Story of the American Ambulance, told by its members.

No more stirring stories have been told than these simple narratives of peril and sacrifice.

Illustrated by over fifty *uncensored* photographs and many drawings.
Net $2.00

Kitchener's Mob

By James Norman Hall

A splendid tribute to Kitchener's Army by a young American who enlisted at the outbreak of war. 3 Canadian Editions (7,000). Net $1.25.

Bible Stories to Read and Tell

By Frances Jenkins Olcott

Lavishly illustrated in colour, and black-and-white by Willy Pogany.

An attractive collection of one hundred and fifty stories from the Old Testament. A book for Children, Parents and Teachers. Net $2.00.

THOMAS ALLEN

215-219 Victoria Street Toronto, Canada

THE SINS OF THE CHILDREN

Author of "The Blindness of Virtue"

By Cosmo Hamilton

The sins of the children is a book that will sell wherever it is known and we are going to make it known everywhere. It is a story of endless thrill and romance, a novel built up round an American family. Both as a story and as a sermon, we regard "The Sins of the Children" as an unusually vital book.

net, $1.40

BOOKS OF MERIT

THOMAS ALLEN

215-219 Victoria Street - TORONTO

BOOKS OF MERIT

RAND-McNALLY JUVENILES

This line must be seen to be appreciated. The color work, printing and paper are all that can be desired. Write for illustrated catalogue.

The Real Mother Goose

177 *illustrations in full color.*

By BLANCHE FISHER WRIGHT

In the Real Mother Goose the children have a book that embodies to the full the unspoken desires of their hearts; the illustrations having been made with a special view to pleasing the little folk, and the text presented in large bold type, best suited to the younger readers.

Mothers, teachers, and lovers of children unite in pronouncing The Real Mother Goose in every way desirable, representing, as it does, all that is best in text, illustration and make-up.

Printed on excellent paper size 9 x 12. With illuminated cover design by Milo Winter. $1.50.

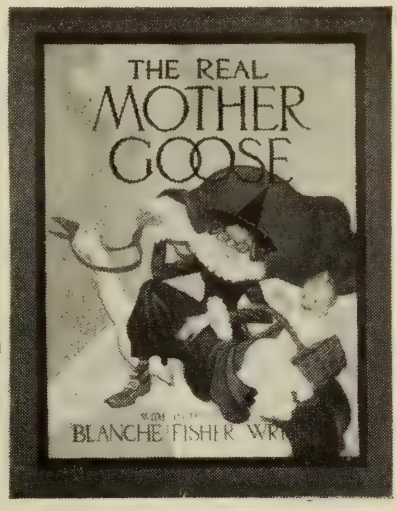
Adventures of Sonny Bear

By FRANCES MARGARET FOX

Sixteen full-page illustrations in color by Warner Carr. Twenty in black and white.

This collection of little stories about Sonny Bear and his big, big father and middle-sized mother is ideal.

Cloth, 12mo, 80 pages, jacket in colors. Net $0.50.



The Land of Don't-Want-To

By LILIAN BELL

Ten full-page illustrations in color and 25 in black and white by Milo Winter.

This is a "zipping" fantastic story, full of absurd ideas and nonsensical verse that will keep children laughing much as do Lewis Carroll's books.

Cloth, 8vo, 212 pages, jacket in colors. $1.25.

I Wonder Why?

By ELIZABETH GORDON

Sixteen colored and 48 black and white illustrations by M. T. (Penny) Ross.

Simple verses, each of which seems to express a question which is, at one time or another, in the mind of the child.

Cloth, 12mo, 74 pages, jacket in colors. Net $0.50.

Canadian Selling Agent:

THOMAS ALLEN, 215-219 Victoria St., Toronto

Money-Making Lines for the Live Retailer

Thousands of Presents will be sent overseas to the "Boys in Khaki" who so nobly represent us in the Fight for Freedom. Make a display of suitable presents and you will get a share of that business.

We carry a very large variety of suitable lines such as:

Steel Mirrors,
Cigarette Cases,
Money Belts,
Kit Bag Locks,
Ever-Ready Flashlights,
A Good Purse, specially made for Soldiers' use.
Periscope (collapsible and compact),
Ties, Handkerchiefs,
Playing Cards, etc.

With every order we send special display cards and a supply of overseas address labels.

Get after this business.

Write for one of our Catalogues.

For immediate delivery we show a very large variety of Post Cards, Pennants and Novelties.

For Xmas and New Year we are specially strong in Post Cards, Booklets, Novelties and Toys.

Our Felt and Sateen Calenders in Patriotic Designs to retail at 10 to 25c are particularly big sellers. You will miss it if you don't feature them in your early Xmas displays.

See our travellers when they call and in the meantime drop a card for our Catalogue. It's well worth while.

Xmas and New Year Post Cards with a 5 word greeting can be mailed for 1c.

PUGH SPECIALTY CO.
LIMITED

Specialists in Specialties

38-42 Clifford St., Toronto, Canada



Music For Everybody

THE OPERAPHONE DOUBLE-SIDED RECORDS RETAIL IN CANADA 50c

Can be played on any phonograph equipped with universal tone arm.

The **Operaphone Catalogue** contains a wide range of selections. Popular songs issued when they are new, not three or four months late.

The ALURA Talking Machine

An Exploded Idea—That you must pay a steep price to own a real good talking machine—Proof to the contrary is the ALURA.

ALURA No. 3—Retails for $12.00.

Hardwood Cabinet—ornamental grill front, polished mahogany finish. Equipped with a strong spring motor, smooth-running and accurately constructed.

8-inch turntable, felt-covered, and a **Universal Tone Arm**, full nickel-plated,. Speed regulator, nickeled winding crank with turned wood handle, and four rubber feet. Plays 6, 7, 8, 10 and 12-inch records in both lateral and up and down cut. Size 12 x 12 x 4¾ inches.

Price to the Trade $6.00.

Alura No. 1½ Retail $8.00. Trade Price $4.00. Has similar features, but is smaller. Size, 7½ x 9¼ x 4 inches, playing 6, 7 and 8-inch records.

A. R. MacDougall & Co., Ltd.
CANADIAN REPRESENTATIVES

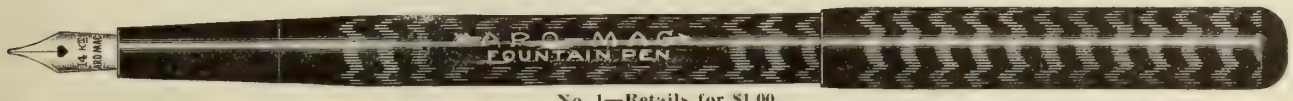
266 King Street West, Toronto, Canada



ARO-MAC FOUNTAIN PENS



No. 6—Retails for $2.50



No. 1—Retails for $1.00.



No. 14—Retails for $2.00

WE GUARANTEE EVERY PEN

The nibs are 14k. gold, with iridium points. The workmanship and finish is absolutely the best.

No. 1 medium nib	retails for	$1.00	No. 12 vest pocket safety	retails for	$1.50	No. 24 long safety	retails for	$2.00
No. 2 with No. 2 nib.....	" "	1.25	No. 14 vest pocket safety	" "	2.00	No. 25 long safety.....	" "	2.50
No. 4 with No. 4 nib.....	" "	1.50	No. 15 vest pocket safety	" "	2.50	No. 32 safety self-filler..	" "	2.00
No. 5 with No. 5 nib.....	" "	2.00	No. 22 long safety	" "	1.50	No. 34 safety self-filler..	" "	2.50
No. 6 with No. 6 nib.....	" "	2.50				No. 44 safety self-filler..	" "	3.00

The last figure of each number denotes size of nib.

Send us a trial order. *We allow a liberal discount to the trade.*

A. R. MacDOUGALL & CO., Limited, MANUFACTURERS' REPRESENTATIVES 266-268 KING ST. WEST, TORONTO

FIVE SPECIAL PENCILS to retail at 5c.

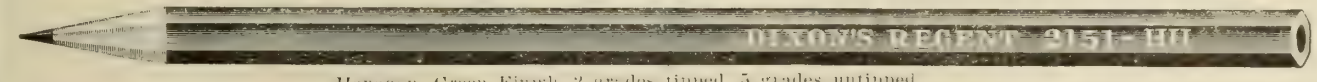
Made expressly for Canadian Trade by JOSEPH DIXON CRUCIBLE CO.



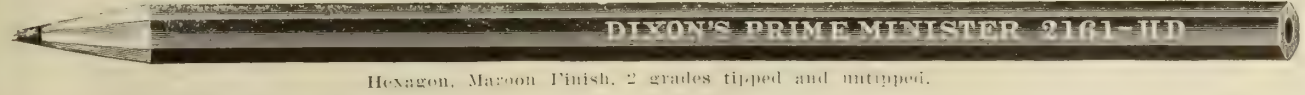
Red, White and Blue.



Hex-a-Round, Yellow Finish, 3 grades tipped, 3 grades untipped.



Hexagon, Green Finish, 2 grades tipped, 5 grades untipped.



Hexagon, Maroon Finish, 2 grades tipped and untipped.



Hexagon, Yellow Finish, 2 grades tipped and untipped.

A. R. MacDOUGALL & CO., Limited CANADIAN REPRESENTATIVES 266 KING STREET WEST, TORONTO

W. & R. CHAMBERS, LIMITED, London and Edinburgh

BOOKS EVERY CANADIAN BOOKSELLER SHOULD STOCK

While running serially in Chambers's Journal, several critics have referred to the story as being for the Navy what "The First Hundred Thousand" was for the Army.

Ready in October. A certain seller.

PINCHER MARTIN, O.D. 3/6 net

A realistic story of the inner life of the gallant boys of the Royal Navy.
By "TAFFRAIL" (An Officer of the Royal Navy).

Army and Navy Gazette says: "'Pincher' should become quite a well-known character in our naval literature, and his adventures will assuredly be followed with great interest."

Land and Water says: "A vivid narrative of naval life in the present day —Marryat up-to-date."

Dundee Advertiser says: "'Taffrail' has done for the Navy what Ian Hay has done for the Army."

"Reminds one of some of the best work of Stevenson."—Edinburgh News.

THE BRIGHT EYES OF DANGER

By JOHN FOSTER. Colonial Edition, 3/6.

"With Stevenson's imaginative power, creating an atmosphere that is convincingly real and a story that never flags, Mr. John Foster has written an historical novel of the very best type, which we can unhesitatingly commend. The hero's wooing of Mistress Charlotte Macdonell, as engaging a heroine as the reader could desire, is highly charged with danger and romance."—London Daily Telegraph.

BRITISH WEEKLY says: "One of the best enterprises of Messrs. W. and R. Chambers. It is in every respect one of the best executed, most complete, and most satisfactory works that could possibly be imagined. There is nothing to compete with it in any way, and hardly one improvement can be suggested."

CHAMBERS'S BIOGRAPHICAL DICTIONARY

OF CELEBRITIES OF ALL NATIONS AND ALL TIMES
NEW AND CHEAPER EDITION.
1,006 Pages.
Cloth, 6/- net.; Half-Mor., 10/6 net.

An Indispensable War Book, and an Invaluable Volume for Business Men.

This volume gives particulars of all the important places mentioned in connection with the present crisis. The reader of the morning papers will follow events with much greater interest if he has this Gazetteer at his elbow.

CHAMBERS'S CONCISE GAZETTEER OF THE WORLD.

New Edition Revised to 1914.
PRONOUNCING. STATISTICAL.
TOPOGRAPHICAL. HISTORICAL.
768 Pages. Cloth, 6/- net.; Half-Mor., 10/6 net.
GLASGOW HERALD says: "One of the very best books of its kind ever published."

DAILY CRONICLE says: "It is miraculously complete . . . the fullest, cheapest, most accurate, and most scholarly guide to literature that could be found."

CHAMBERS'S CYCLOPÆDIA OF ENGLISH LITERATURE

3 Vols. Cloth, £1 11s. 6d. net.
3 Vols. Half-Mor., £2 5s. net.

A History Critical and Biographical of Authors in the English Tongue from the Earliest Times till the Present Day, with Specimens of their Writings. Illustrated with nearly 300 Portraits.

CHAMBERS'S 20th CENTURY DICTIONARY

Over **1,200 pages.**
Cloth, 3/6; Quarter Bd., 5/- net.;
Half-Mor., 7/6 net.
Over **100,000** References.
ILLUSTRATED, PRONOUNCING,
EXPLANATORY, ETYMOLOGICAL.

SIR W. ROBERTSON NICOLL says: "Simply beyond praise; supersedes all other cheap dictionaries."

CHAMBERS'S LARGE TYPE ENGLISH DICTIONARY

ENLARGED EDITION.
WITH SUPPLEMENT CONTAINING
39 PAGES OF ADDITIONAL WORDS
AND PHRASES.
Cloth, **12/6** net, 1,302 Pages. Half-Mor., **18/-** Net.

BIRMINGHAM POST says: "A work reflecting the highest credit on editor and publisher; a better dictionary for the general reader we have not met with."

CHAMBERS'S ENCYCLOPÆDIA

A Dictionary of Universal Knowledge.
In 10 Volumes, printed in beautifully clear type.
Cloth, £5 net; Half-Mor., £7 10/- net.
This work was Reprinted in 1915, and the following are some of the Entirely New or Recently Revised Articles:

ATOM.....Sir Oliver J. Lodge
ASTRONOMY, SUN, MOON.....Sir F. W. Dyson
MATTHEW ARNOLD.....A. C. Benson
COPYRIGHT...T. W. Phillips and Sir John Simon
COTTON.....Prof. S. J. Chapman
RIFLES, FUSE, ETC....Colonel Sir Hilaro Barlow
EGYPT.....S. Birch and Miss M. A. Murray
VOLUNTEERS, TERRITORIAL FORCE, AND MILITIA.....Harold Baker, M.P.
FRIENDLY SOCIETIES.....Sir E. W. Brabrook
BALLOONS AND FLYING MACHINES.....Major Baden Baden-Powell
BEER.....A. L. Stern, D.Sc., F.I.C.

Mr. HILAIRE BELLOC writes:
"An earlier edition of your Encyclopaedia has been my principal book of reference for the last fifteen years. I have found it much the most accurate of such works, more trustworthy than others upon a somewhat larger scale, and though this may seem contradictory, more comprehensive."

W. & R. CHAMBERS, LIMITED

38 Soho Square, London, W. and 339 High St., Edinburgh, Scotland



THE BIG SELLER

NOW READY

AND PUBLISHED BY

GORDON & GOTCH, Limited

136 BAY ST. - TORONTO, CAN.
15 ST. BRIDE ST., LONDON, ENG.

An original and inexpensive frame for Photographs and Pictures. Permanent and Artistic.



QUADRO FRAMES

Patented in all countries.

By means of this invention which consists of a simple metal edging it is possible to frame any picture, print or photograph in a permanent and artistic manner in a minute.
The edging is made in lengths of 2¼", 3", 3¼", 3½" & upwards by ½ inches to 15½ inches and any size within these limits can be supplied with Glass, Strut and Suspender rings suitable for upright or oblong positions.

No tools, glue or accessories necessary.

Dull art enamel finish in Brown, Grey, Black and Green, also Gilt.

BARTONS'
Cosway Works, Finch Road,
BIRMINGHAM, England.

Blackie's Fine List

New Stories of the War

Captain Brereton

ON THE ROAD TO BAGDAD: A story of the British Expeditionary Force in Mesopotamia. 6s.

WITH OUR RUSSIAN ALLIES: A Tale of Cossack Fighting in the Eastern Campaign. 6s.

Fleet-Surgeon T. T. Jeans, R.N.

A NAVAL VENTURE: The War Story of an Armoured Cruiser. 6s.

Lieut.-Commander Taprell Dorling, R.N.

THE SECRET SUBMARINE: A Story of Fighting by Sea and Land. 5s.

Captain Brereton

WITH JOFFRE AT VERDUN: A Story of the Western Front. 3s. 6d.

WITH FRENCH AT THE FRONT: Down to the Battle of the Aisne. 3s. 6d.

UNDER FRENCH'S COMMAND: From Neuve Chapelle to Loos. 3s. 6d.

Percy F. Westerman

WITH BEATTY OFF JUTLAND: A Story of the Greatest Naval Battle. 3s. 6d.

THE SUBMARINE HUNTERS: A Story of Naval Patrol Work in the Great War. 3s. 6d.

THE DISPATCH RIDERS: The Adventures of Two British Motor Cyclists with the Belgian Army. 3s. 6d.

ROUNDING UP THE RAIDER: A Naval Story of the Great War. Crown 8vo, 3s.

THE FIGHT FOR CONSTANTINOPLE: A Story of the Gallipoli Peninsula. 3s.

Lieut.-Col. Cyril Field, R.M.L.I.

THE BRITISH ARMY BOOK. By Paul Danby and Lieut.-Col. Field. Illustrated by 34 plates in colour and black and white. 3s. 6d.

THE BRITISH NAVY BOOK. By Lieut.-Col. Field. Illustrated from drawings by C. M. Padday and others and from photographs. 3s. 6d.

Captain Charles Gilson

ACROSS THE CAMEROONS. 3s.

A MOTOR-SCOUT IN FLANDERS. 3s.

G. A. Henty

The Writer who has always sounded the True Note of Patriotism

TWO ADDITIONAL VOLUMES IN THE **3s. 6d.** POPULAR SERIES

WITH KITCHENER IN THE SOUDAN.

ST. GEORGE FOR ENGLAND.

Captain Brereton

TWO ADDITIONAL VOLUMES IN THE **3s. 6d.** POPULAR SERIES

THE GREAT AEROPLANE.

HOW CANADA WAS WON.

A NEW ISSUE

TOM STAPLETON, THE BOY SCOUT.

C. Grahame-White and Harry Harper

THE INVISIBLE WAR-PLANE. 3s. 6d.

TWO NEW EDITIONS BROUGHT UP TO DATE

MODERN WEAPONS OF WAR: by Land, Sea and Air. By Cyril Hall. 2s. 6d. net.

THE MASTERY OF THE AIR. A Full Account of Aviation, Aeroplanes, and Zeppelins. By William J. Claxton. 2s. 6d. net.

Stories for Girls

Angela Brazil

THE LUCKIEST GIRL IN THE SCHOOL. 3s. 6d.

THE JOLLIEST TERM ON RECORD. 3s. 6d.

FOR THE SAKE OF THE SCHOOL. 3s.

Bessie Marchant

A CANADIAN FARM MYSTERY. 5s.

A GIRL MUNITION WORKER: The Story of a Girl's Work in the Great War. 3s. 6d.

BLACKIE'S CHILDREN'S ANNUAL

THIRTEENTH YEAR OF ISSUE

Picture boards, 3s. 6d. net; cloth, gilt top, 5s. net.

A Notable List of Literary and Artistic Contributors

Stories by Algernon Blackwood, Mrs. George Wemyss, Angela Brazil, Alice Talwin Morris, Jessie Pope, etc.

Illustrations in Colour and Black and White by C. A. Brock, R.I.; H. M. Brock, R.I.; Florence Harrison; H. R. Millar, etc.

BLACKIE & SON, LIMITED

LONDON GLASGOW BOMBAY

McHarold Copp, 33 Richmond Street West, TORONTO

THE HOMESTEADERS

IN "The Homesteaders," Mr. Stead has done much to show the real spirit of the West. It is true there is more in Canada than muscle and Rocky Mountains, and no one has contributed more than Mr. Stead to the true national spirit of which a free, open and fruitful prairie is such a convincing illustration.

"The Homesteaders" is a novel of the Canadian West, telling of the immigration into Manitoba in the early eighties, and then of the later movement into the prairie and foot-hill country beyond. It is notable both for its stirring adventures and its vivid pictures of Western life; a story well worth reading. It is healthy, sound and inspiring; a strong story of everyday life in the West presented in a popular and attractive way.

Cloth $1.35

THE MUSSON BOOK CO., LIMITED, Publishers, TORONTO



A Story of Western Canada, By Robert J.C. Stead

Globe-Wernicke

SECTIONAL FILING EQUIPMENT

"Built to Endure"



Write for folder No. 816 A.

The Globe-Wernicke Co. Ltd.

STRATFORD, ONT.

FOLK DANCE PLACE CARDS

ORIGINAL and UNIQUE

Series of 6 subjects lithographed in colors, cut to shape, and made to stand.

A NEW LIVE NUMBER and A VERY BIG SELLER.

Samples on Application.

JULIUS BIEN :: Publisher

156 FIFTH AVENUE, NEW YORK

EUROPEAN POST CARD CO.

146 ST. JAMES STREET

MONTREAL, QUE.

We are in a **WAR TIME** but that doesn't affect our merchandise and prices. We are the sole FIRM in MONTREAL that has the largest assortment of **POST CARDS**, Greeting Cards, Lovers, Comics, etc., and Birthday Booklets. **FRENCH or ENGLISH.** A great variety in **POST CARDS and BOOKLETS** for **XMAS and NEW YEAR** from 60 cents to $50 per hundred. We have also in stock **TINSEL POWDERS** of all colors, **ADVERTISING CALENDARS** of all descriptions.

Ask for Samples and Prices.

Special favors to none and a square deal to all.

Miss Aldrich has written a little book that is well worth while. It is a truthful, convincing and interesting picture of the war as she saw it, in what was perhaps its most critical moment, and I, for one, hope that she will have more to say of her later experience.—New York Herald.



Miss Aldrich has given us a narrative relation of facts as they happened, delightfully recited, and possessing humor, brilliance, attractiveness and earnestness that it is as rare as it is valuable.—Boston Transcript.

The most fascinating book about the war.—New York Post.

Throughout the book are fine cameos of courage, faith, patriotism, subleme devotion to a cause. —Boston Transcript.

The volume is choice from the literary point of view, and from start to conclusion is full of thrilling interest. The glimpses of British and French soldiers are most entertaining . . .

MILDRED ALDRICH

is a well-known Boston journalist who lived for many years in Paris and supported herself by literary work and as play agent for certain American managers. A short time before the war she determined to retire from active life and pass her declining years in a farm-house on the Marne.

The world knows the result in her fascinating volume, "The Hilltop on the Marne." One of the genuine literary finds of the war—a book that stands out from all others and will be read years after the war is over. Thousands of her readers will await with interest for Oct. 21st, which is the publication day of her new book.

TOLD IN A FRENCH GARDEN

Illustrated, Cloth $1.25 net. *The Two Volumes, Boxed $2.50 net.*

August, 1914—ominous date!—finds a group of delightful people enjoying a house-party in a quaint country place not many miles outside of Paris—a place not unlike that which forms the scene of the author's earlier book, the widely read A HILLTOP ON THE MARNE. There are the Lawyer, the Critic, the Youngster, the Divorcee, the Violinist, the Trained Nurse, the Doctor, the Sculptor, the Journalist—all devoted friends and all of course, unaware of the impending crisis.

War!—and discussion, too heated to be borne in friendly fashion! So war becomes the one topic that is taboo and, at the suggestion of one of the party, they fall to telling stories. Each one tells a tale, as the company gathers in the garden in the bright August twilight after dinner, and the war is kept its distance. The stories are capital—read them and see!—and all the time, as the days go by, the war comes nearer and nearer, until—

A unique volume, the expression of a charming personality.

A HILLTOP ON THE MARNE

Illustrated, Cloth $1.25 net. *The Two Volumes, Boxed $2.50 net.*

Fortune had willed that Miss Aldrich should have a box seat commanding a view of one of the most crucial battles of history. If the tide of invasion had not turned just where it did, there would have been a more tragic story to tell. As it is, we have a wholly unexpected view, right through the battle smoke of a typical French country-side in a great crisis—we see the neighbors sons leaving for the front, white-haired grandfathers toiling from three in the morning till nine at night to save the crops; women helping in the fields, servants hiding household treasures in secret caves, and the flames of war licking black blotches upon the beautiful panorama across the river.

This book is made up of genuine letters written from day to day to friends in this country. Her graphic, matter of fact and often humorous narrative of these great events that she actually witnessed, makes a story of unique interest and permanent value.

A SELECTED LIST OF "MUSSON'S" FALL PUBLICATIONS

RAINBOWS END, by Rex Beach. Cloth, $1.50.
THE LEOPARD WOMAN, by Stewart E. White. Cloth, $1.35.
THE RISING TIDE, by Margaret Deland. Cloth, $1.35 net.
THE THIRTEENTH COMMANDMENT, by Rupert Hughes. Cloth, $1.50.
THE DARK FOREST, by Hugh Walpole. Cloth, $1.35.
THE SNOW BURNER, by Henry Oyen. Cloth, $1.25.
SEVENTEEN, by Booth Tarkington. Cloth, $1.50.
THE BORDER LEGION, by Zane Grey. Cloth, $1.50.
AN UNDRESSED HEROINE, by Mabel Barnes Grundy. Cloth, $1.25.
EXPERT AUCTION, by E. V. Shepard. Cloth, $1.25 net.
PRACTICAL BASKETRY, by Anna A. Gill. Cloth, $1.00 net.
HOW TO MAKE FRIENDS WITH THE BIRDS. Cloth, $1.00 net; Leather, $1.25 net.
THE WAY TO THE HOUSE OF SANTA CLAUS, by Frances Hodgson Burnett. Cloth, $1.00 net.
HOLLOW TREE NIGHTS AND DAYS, by Albert Bigelow Paine. Cloth, $1.50.
A SOLDIER OF THE LEGION, by Edward Morlae. Cloth, $1.00.
THEY SHALL NOT PASS, by Frank H. Simonds. Cloth, $1.00.
ONE HUNDRED CARTOONS, by Cesare. Cloth, $2.00.
WITH A FIELD AMBULANCE, AT YPRES, by William Boyd. Cloth, $1.25.
THE CROWN OF EMPIRE, by Frederick George Scott. Paper, 35c.
THE MYSTERIOUS STRANGER, by Mark Twain. Cloth, $2.00 net.
A DIPLOMAT'S WIFE IN MEXICO, by Edith O'Shaughnessy. Cloth, $2.00 net.
THE HOMESTEADERS, by Robt. J. C. Stead. Cloth, $1.35.
THE DAY OF WRATH, by Louis Tracy. Cloth, $1.25.

THE MUSSON BOOK CO., LTD., Publishers, TORONTO

AND LONDON, ENGLAND





Are You Ready for a Run on These?

ROBT. W. SERVICE

At Better than His Best in

Rhymes of a Red-Cross Man

The old-time "Service" verse, better and stronger than ever, drawn from his experiences in driving a French ambulance.

Cloth, $1.00 - - Leather, 2.00

BY A CANADIAN OFFICER IN FRANCE

Maple Leaves on Flanders' Fields

Cloth, $1.35

DUNCAN ARMBREST

A private in the Canadian Army

The Beech Woods

Perhaps the finest gift book of the seasons. Pictures in story and engraving the Canadian seasons. Beautifully gotten up. Copiously illustrated. It is distinctively Canadian. Just the thing to send to Old-Country friends or the boys in the trenches.

$1.25 net

NOTE—*We regret that* IAN HAY'S "CARRY ON," *announced for this fall, cannot be supplied for some time.*

WILLIAM BRIGGS, Publisher
TORONTO





IMPERIAL NEWS Co., LIMITED
TORONTO, MONTREAL, WINNIPEG

6 CENTS SIXPENNIES 6 CENTS

Think of it! Six cents—and that in the face of higher prices, higher freight rates, higher costs all along the line. We have only a few thousand at this price. Good titles, good covers; extra good in fact. If you want to see value and quality, send at once for samples. This lot certainly won't last long.

AMERICAN PAPER NOVELS

All the year round sellers—7½ cents each; 7c in two-hundred lots. *The Alert Library, the Alger Books,* such authors as Holmes, Southworth, Garvice, Clay, etc. *The Modern Authors*—a hundred titles, every one a good seller, 8½c. Handsome cloth bound books, the biggest value obtainable—send for samples. Prices from 10c up.

BOOK RACKS—DISPLAY STANDS

Send for descriptive circulars. We have stands and hangers all kinds in stock. Use these for window and counter display, they will make you money—stock will turn over faster.

Pencils, Pens, Rubbers, Clips, Parcel Straps, Etc.

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL: 254 Lagauchetiere St. **TORONTO: 93-95 Church St.** **WINNIPEG: 376 Donald St.**

JOKE BOOKS

MAKE EVERYBODY HAPPY

A satisfied customer is the best asset you have got. Sell him a Joke Book and watch him go out.

Our offer of last month still remains open. How many more wish to take advantage of it. Prices are:

	Titles	Retail	Cost
Small Jokes	35	10c	$4.75 per 100
Large Jokes	40	25c	$7.50 per 100
Jackson Series	6	25c	14c each

JESSE JAMES NOVELS

35 to 50 titles in this series, $9.00 per 100.

WAR GAMES

Strand, Tit-Bits and Answers, 24c each. The time is ripe now for making a display of those.

See who can get into Berlin first?

Imperial News Company
Limited
254 Lagauchetiere Street, Montreal

IMPERIAL NEWS COMPANY
LIMITED
WINNIPEG

A new shipment has arrived of sixpenny paper novels, by all the best authors, such as Rider Haggard, Jacobs, Hall Caine, R. W. Chambers, H. G. Wells, etc. Price $10.00 per hundred.

Also a full line of Donohue's well-known paper novels, including authors, such as Bertha M. Clay, Southworth, Dumas, Marie Correlli, etc.

Also a good line of toy books at $18.00, $11.00 and $7.00 per 100.

This is all new stock. Buy now, as prices are rising rapidly owing to paper shortage.

We are wholesale agents for all **British Periodicals**, and the following:—

Saturday Evening Post
Country Gentleman
Ladies' Home Journal
Cosmopolitan
Good Housekeeping
Harper's Bazaar
Motor and Motor-boating
Jack Canuck
Everyday Mechanics

at the sign of the Bee

WATERSTON'S

TRADE "BEE" BRAND MARK

SEALING WAX



Established 1752

"Banker's Specie"

is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has the additional advantage of being sold at a moderate price.

GEORGE WATERSTON & SONS Ltd.
8 St. Bride Street · Ludgate Circus · London · E.C.
and at Warriston Road · Edinburgh

THE following books, published by W. S. Paine & Co., Hythe, Kent, are recognized as being written by the best authorities upon musketry, etc.:

MUSKETRY NOTES, by Lieut. A. Rakes, C.E.F.

FIELD PRACTICES, by Major Brandreth, Hythe Staff.

NOTES ON METHODS of GIVING FIRE ORDERS, by Lieut. G. E. Coffey, Hythe Staff.

HANDBOOK of the COLT GUN, by Capt. D. J. Johnston.

INSTRUCTIONAL HANDBOOK of the .303 LEWIS GUN, by Hythe Staff.

THE COLT AUTOMATIC MACHINE GUNNER'S HANDBOOK, with Machine Gun Tactics and Problems.

INDIRECT FIRE WITH MACHINE GUNS. Fully illustrated.

THE HYTHE SERIES OF AIDS TO TRAINING INFANTRY. Nos. 1 to 3 already issued, other numbers ready shortly.

TO BE OBTAINED OF

McClelland, Goodchild & Stewart
TORONTO Limited

AND ALL BOOKSELLERS

ROTARY PHOTOGRAPHIC CO., LIMITED

The Largest Firm of Photographic Printers in the British Empire
Specialists in Real Photographic Local View Printing

REAL PHOTOGRAPHIC

Xmas Card Insets
Calendar Pictures
Box Tops
Frame Subjects
Cigarette Stiffeners
Blotter Subjects
Show Cards
Advertising Calendars
Post Cards



Our customers have the advantage of over two million subjects to select from.

Original designs to suit requirements.

Enquiries solicited.

THE ROTARY PHOTOGRAPHIC CO., LTD.
WEST DRAYTON, MIDDLESEX
Phone: 3438 London Wall
Telegrams: Rotatoria, West Drayton
W. C. ANDERSON, *Sales Manager.*



Are You Waiting For the Advance

WESTERN MADE

MOST stationers realize that certain conditions in business to-day are giving cause for serious thought as to where supplies are coming from, and how high prices are likely to go. Paper goods have increased in price even to a greater extent than other stationery lines.

THE *question* now is, will there be any cheap lines of paper on the market, such as are necessary for the manufacture of scribblers, exercises, foolscaps, etc.?

EXPERT opinion points to the fact that cheap papers are gone for a considerable time to come, and when present contracts are completed, a readjustment is bound to take place.

THE present is therefore the time to take advantage of existing supplies. We have a first-class, well-assorted stock, at reasonable prices, and would strongly advise merchants to purchase liberally. It will be a good investment.

ALWAYS a pleasure to give quotations.

Clark Bros. & Co.

LIMITED

Winnipeg Edmonton

A WORD TO THE WISE:



This is To Announce

To the trade throughout Canada that our travellers will be showing an exceptionally attractive array of Postcards and other Greeting Cards for

St. Valentine's Day
St. Patrick's Day
and Easter.

Do Not Buy Until You See Them.

Valentine & Sons United Publishing Co., Limited

Toronto Montreal Winnipeg

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. OCTOBER, 1916 No. 10

IN THIS ISSUE

Shortcomings of Canadian Stationers
Retail Merchants and Small Debts
Practical Window Display Suggestions
Possibilities of Waxed Paper
Importance of Hallowe'en Trade
Holiday Specialties for Soldiers
Trade in Boy Scout Goods
Five to Twenty-Five Cent Business
What Are Canadian Boys Reading?
Best Selling Books of the Month
Constructive Plan to Assist Retailers
New Goods Described and Illustrated
And Other Valuable Articles

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President — H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager — T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234. Cleveland, R. G. Langrill, 3112 Euclid Ave., Telephone Prospect 1026R.

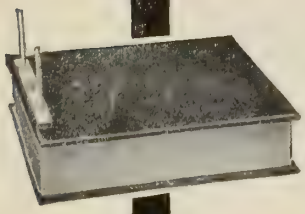
SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year; other countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

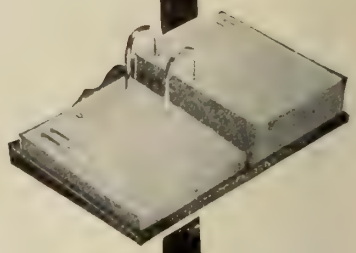


The House of Tatum

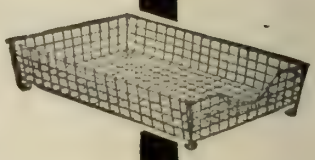
Established 1859

LOOSE LEAF DEVICES
STATIONERS' SPECIALTIES
POWER PAPER DRILLS
Paper Punches and Perforators





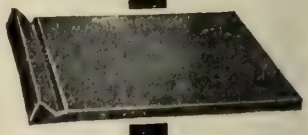




Our goods are known throughout the world and for 57 years have maintained a uniform standard of quality. We manufacture a complete line of

Loose Leaf Ledgers	Copying Presses
Post Binders	Copying Appliances
Sheets and Indexes	Ink Stands
Price Books	Paper Weights
Photo Albums	Stick Files
Magazine Binders	Catalogue Racks
Loose Leaf Metals	Stationers' Glassware
Twine Boxes	Wire Letter Trays
Mail Boxes	Wire Waste Baskets
Dumb Bells - Quoits	Broom Racks



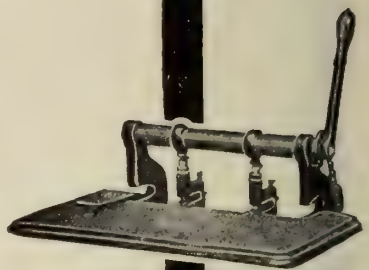


Paper Punches operated by hand, foot, steam or electricity, Paper Perforators, Single and Multiple Spindle Paper Drills, Indexing and Tab-Cutting outfits and other up-to-date equipment.

Our long experience in oversea shipping insures careful attention to Export orders.

Catalogues on request



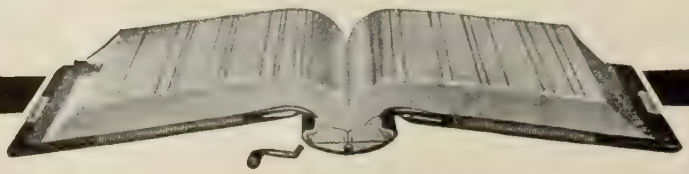


The Sam'l C. Tatum Co.

Main Office and Factory
Cincinnati, Ohio,
U. S. A.

New York Office
54-60
Lafayette Street

Makers of "The Line of True Merit"



Editorial Chronicle and Comment



PUSH THE BOOK BUSINESS

WHOLESALE paper prices are so disorganized this year that various lines of stationery are seriously affected. In consequence booksellers and stationers will have to feature the book end of the business stronger than ever, in order to keep their trade up to the mark compared with other years.

The difficulty in many cases is to get delivery of goods ordered. The hands of the big jobbing houses are tied. They are unable to get the goods from the manufacturers and consequently, they, like the retailers, are prevented from taking advantage of an extraordinarily heavy demand for all kinds of stationery merchandise.

In the case of books the output is, of course, affected by the paper situation. Some of the regular series of books have been dropped until after the war and prices have had to be advanced, particularly in low-priced volumes. But there are so many books available that are representative of all classes of literature, that there is really no cause for serious alarm on the part of the retail booksellers. They have all the scope that can be desired to develop book sales and as books constitute one of the cardinal branches of the trade served by BOOKSELLER AND STATIONER, we wish to lay stress on the advisability of pushing the book business to an extent to which it has never before been developed in Canada.

There are, of course, other lines sold in book and stationery stores to which this applies in varying degree according to their relative importance and their possibilities for profitable development as compared with the book trade.

KIPLING'S POPULARITY

KIPLING'S New York publishers, it will be recalled, announced in the summer of 1913 that the leading American booksellers were selling five to ten times as many of Kipling's books as they did a decade ago and that no little incredulity was expressed as to this estimate. Now it has transpired by investigation that that estimate was in reality a conservative one, the figures in most instances being ten to fifteen copies sold that year as against ten years previously. Additional statistics show that 25,000 copies of Kipling's works were sold in America during May, June and July of this year, exclusive of Sir Rudyard's war books, "France at War" and "The Fringes of the Fleet."

TEMPERANCE AND BUSINESS

WHEN on September 16th, Ontario went dry, for the period of the war at least, booksellers all over the Province gained. The extent of this gain will be sounded by the cash registers of the country throughout the coming months.

Men, more than women perhaps, buy through the store windows. Passing along the street they see something which attracts their attention in a merchant's window. They go in, ask for it, and buy. While inside perhaps they notice something else and buy that also.

No man while inside a bar saw anything in a window to tempt his fancy. It was not window glass into which he was peering.

Moreover the experience of local option towns has pretty conclusively proved that where a man does not spend over the bar he has money to spend over the counter.

Fortunately the number of heavy drinkers has been limited, but the bars have quite generally been great loafing places and great spending places. With the men finding these no more centres of conviviality, they will be more on the street of a night, and will be better purchasers. That they will get better value for their money is, of course, assured.

EXIT THE PENNY DREADFUL

RIGHT thinking people, including booksellers who sold them, will welcome the announcement that the increasing cost of paper will force such periodically issued truck as "Old Sleuth," "Nick Carter," et al, off the market. Publishers of these books and various cheap and trashy "paper-backs," say that their publication will shortly be suspended, because under present conditions, it means that they could only be put out at a loss. It is to be hoped that when they die they will "stay dead."

As hinted in the September "BOOKSELLER AND STATIONER" further advances are due in the case of bound cloth books, but as even those written primarily to delight and amuse, are virtually necessities, they will continue to be purchased even at increased prices and consequently will not lead their publishers to bankruptcy.

PREDICTS FURTHER ADVANCES

BOOK prices are due for further advances according to George Haven Putnam, the New York publisher. So far in Canada the increases in book prices have chiefly affected the lower-priced books imported from Great Britain. Mr. Putnam predicts that the next books in line for increases will probably be standard sets.

The novel which sells for $1.50 is likely to be obtained for the same figure for some time to come, according to this publisher, because the public has made up its mind that is all it is worth at present. However, the book of fiction which is sold at retail for $1.35 is due for an increase in a few months.

"The cost of publishing has been steadily mounting for the last ten years, and in all that time retail prices for books have not been materially altered," said Mr. Putnam. "Materials for the book industry have to be purchased at a substantial increase, especially such things as imported leather, glue, cloth and linen, besides paper, which is becoming a serious factor. I believe it will be necessary to make increases for standard books beginning with the first list of the new year."

WILL WE HAVE BETTER BOOKS?

"FEWER and better books" expresses an ideal that was never before nearer realization that seems probable in the coming year by reason of the continued advance in the cost of paper, not to mention other essentials entering into the cost of production in the book trade.

But the old expression "of the making of books there is no end," is still true, in spite of the temporary cessation of publication is the case of many familiar series of books. In some cases it would be nothing short of a calamity were publication not to be resumed when conditions in the trade right themselves again but with many others "calamitous" will be applicable to their reappearance.

If fewer books are to be published, a natural effect will be more careful consideration of what is to be published. Consequently we should gain in quality more than we lose in quantity.

THE CARDWRITING COURSE

ONE stationer was heard recently to impatiently complain that he was tired of seeing the cardwriting course articles in BOOKSELLER AND STATIONER. This is a wrong attitude to assume. This merchant should follow the example of others by using his influence to get one or more of his employees to actively take up the study and practice of this course of lessons. The result will be better cards and more of them and in consequence additional business will be attracted. To decry the course is a short-sighted thing to do but, happily, the course is being carefully followed by many merchants or assistants in their stores and is thus accomplishing a great deal of good.

EDITORIAL NOTES

CANADIAN books are much to the fore this season, including fiction and meritorious gift volumes.

* * *

BOY SCOUT goods and military specialties are good live sellers these days, but some dealers have not as yet taken full advantage of the great opportunities for new business and added profits which they afford.

* * *

SHEET music as a live merchandising field for booksellers and stationers has been given a decided boost by reason of the greatly increased volume of business created by the wonderful popularity of many meritorious war songs.

* * *

BRITISH visitors continue to come to Canada even in war time looking toward the development of trade with this country. This is but an indication of the great forward move that trade between the Dominion and the Motherland will take after the war.

* * *

RETAIL stationers will do well to carefully digest the article in this issue dealing with the importance of the office equipment branch of the business, particularly the criticism offered there as to the manner in which this department is stinted in too many stationery stores.

* * *

CO-OPERATION is a word that is in danger of losing its full meaning by reason of frequent use, but the editor would remind retailers that their co-operation is urgently desired in the way of brief accounts of selling methods successfully used, to be published by BOOKSELLER AND STATIONER.

* * *

DR. LOCKE'S list of books particularly suitable for Canadian boys forms a valuable part of an article appearing in this issue which is worthy of the most careful attention of booksellers for the suggestive value of the article and the merit of this list for reference purposes.

* * *

IN CONSIDERING the "five to twenty-five cent department" of the book and stationery store it would be well for dealers to give careful thought to its possibilities in the Christmas selling season. There are thousands of gifts made each Christmas costing twenty-five cents and less. The individual sales are small but the aggregate is enormous.

* * *

POST CARDS will continue to be taxed but the "special dispensation" allowing a five-word conventional greeting on Christmas and New Year's cards should be given the widest publicity as this will materially enhance trade in these cards. The Wholesale Post Card Association is to be commended for the co-operation they are extending to the dealers, in this connection.

News of the Month in the Stationery Trade

A BRITISH visitor to the office of BOOKSELLER AND STATIONER last month was W. W. Gibbings of the London publishing house of Gibbings & Co., enroute back to England after an extensive journey through the United States and this country, carrying the lines of several Londo nhouses including Constable & Co., Sampson Low, Marston & Co., T. N. Foulis, Stanley Paul & Co., and also the fine art lines of The Avenue Press and S. Hildesheimer & Co.

Mr. Gibbings found the merchants in the West in an optimistic mood looking forward with expectation of doing a good trade this season. He spoke especially of the briskness of the lumbering industry in British Columbia, this business being handicapped however, because of the lack of bottoms in which to ship the lumber out of the country in any very large quantities.

Mr. Gibbings has been coming to Canada periodically for many years. He is one of those who have abounding faith in the great Dominion but this year in his own particular experience, he was unfortunate in the choice of time for his Canadian trip, coming in the latter half of the year, after the merchants had made most of their provisions for the whole year's business, the practice on the part of most of their retail booksellers being to make their import purchases largely in the first six months of the year. Consequently Mr. Gibbings left with the full determination that when he next comes to this country it will be in the early part of the year.

* * *

George Savoy of the National Blank Book Co., was in Toronto last month and in the course of an interesting chat with BOOKSELLER AND STATIONER he voiced the same experiences that are common just now to practically all the manufacturers who use paper largely in their product—more business offering than can be accepted owing to the difficulty in getting the necessary materials for manufacture.

* * *

MALLAGH BOOKSHOP'S NEW MANAGER

William D. Mills, formerly of John Mills, Limited, London, Ontario, has been appointed manager of the Mallagh Bookshops, Limited, in that city.

* * *

EARLY CLOSING

The druggists and stationers of Kelowna, B.C., have mutually decided to close their stores at 6.30 p.m. each evening, from October 1 until further notice, instead of remaining open until late hours as hitherto. This time of closing, however, does not apply to Thursdays and Saturdays, when they will maintain their present hours of closing.

* * *

The wall paper business of Walter Ross, Hiawatha street, St. Thomas, Ont., has been taken over by his son, William P. Ross.

* * *

Roy G. Cornett, of Gaetz-Cornett Drug and Book Co., met with a nasty accident on Monday morning, about three o'clock when leaving his residence to go duck shooting. He slipped on the door step in the dark and broke his knee cap. He suffered considerable pain but the doctor thinks he will not be lame.—Red Deer *News*.

William Saalfield of the Saalfield Publishing Co., Akron, Ohio, was elected vice-president of the Manufacturers' and Importers' Association of America and William Hammersley, of M. A. Donohoe & Co., Chicago, was re-elected treasurer.

* * *

Thomas Allen's Autumn list gives prominence to a fine lot of new novels and books pertaining to the war as well as some especially attractive juveniles and miscellaneous volumes on popular subjects.

* * *

A. G. Crown has discontinued his retail stationery business at 1278 Yonge street, Toronto, having enlisted for overseas service with the Canadian forces of the British army.

* * *

The Lea Ercling Manufacturing Company, 99 Washington Street, Boston, is a new concern, which has taken over the E-R Fastener Company, and will continue the manufacture of E-R fasteners.

* * *

A new concern in Toronto is the Canadian Writing Machine Company, which has just opened business at 139 Simcoe Street, for the rebuilding of typewriters. The manager of the concern is Joseph Tarfhis, formerly with the Remington Typewriter Company.

* * *

A contest for store arrangements is being conducted by the National Association of Stationers of the United States.

* * *

A NEW FIRM

Wm. Blair, formerly with the J. D. Higinbotham Co., Lethbridge, Alta., has sold his Raymond business to Ira C. Fletcher and Douglas Fowler, of Magrath, and will locate in High River. *The Raymond Leader* says of Mr. Blair: Since coming to Raymond he has made a wide circle of friends who are very sorry to see him depart. Mr. Blair was always a live, energetic citizen and a loyal booster for Raymond. We can ill-afford to lose such men. Mrs. Blair, too, has many friends who will miss her pleasant society.

* * *

BURGLARS MADE A HAUL

Montreal, Oct. 3.—Early yesterday morning burglars paid a visit to the establishment of the Librairie Beauchemin, Ltd., 81 St. James street. They gained an entrance through a window on the Fortification lane side of the building after climbing up the fire escape and smashing a pane of glass in one of the windows. They carried away about $1,200 worth of stock, including 384 of the best fountain pens that were in the store. The police are at work on the case, but so far no arrest has been made.

* * *

A FINE SHOWING

In the case of the great stationery manufacturing concern of the John Dickenson & Co., in England, 1,701 of the 1,799 eligible employees voluntarily enlisted with the army, and up to the present time but 28 have been killed. While this is a remarkable showing, it is indicative of the general manner in which the men of Britain have answered their country's call.

Publicity Ideas for Booksellers and Stationers

Something About Newspaper Advertising as Done by Dealers in Different Canadian Towns.

In a display advertisement announcing the engagement of William D. Mills as manager of the Mallagh Bookshop, of London, Ont., occasion was taken to refer also to a few changes in departments enabling clerks to serve customers with greater promptness.

* * *

Brown's Book and Wall Paper Store, Collingwood, frequently use liberal newspaper space to advertise wall papers and in one recent advertisement featured "room lots for $1.00, $1.50, $2.00. Every one a snap. If you are going to do any rooms later—take advantage of this sale now."

* * *

H. H. Marshall, Limited, of Halifax, do some good newspaper advertising even though the space used is comparatively small—five inches single column. Following was the text of a recent announcement under the boldly displayed heading "Publishers' Prices":—

"We handle all subscriptions to magazines and periodicals, including newspapers, at exactly Publishers' Prices.

"By pooling your subscriptions you save the expense of stationery, stamps, and money orders, involved in sending each subscription separately, and then think of the bother! One letter and remittance sent to us settle the whole business.

"You can also include in your order subscriptions for periodicals to be sent to your friends,—a popular and always acceptable form of Christmas Gift."

* * *

Kempton's Bookstore of Weyburn, Sask., in a six inch double column newspaper advertisement under the display heading "Children's Toy Books" featured linen untearable toy books and other toy books as well as the popular "Quacky Doodles" toys.

* * *

This advertisement of Sulmans, of Chatham, Ontario, is reduced from a newspaper advertisement two columns wide. It is a good example of an advertisement that is attractive typographically as well as in the interest of the

BABY RECORD BOOKS

These are the daintiest, prettiest and most desirable gift for the baby. We have just received a shipment of several beautiful designs and any one wishing to please the happy parents should give them one of these exquisite books.

A Fine Book	$1.25
A Finer Book	1.50
The Finest Book	2.00

COME AND SEE THEM.

PHONE 96 PROMPT SERVICE **SULMANS,** KING & SIXTH STREETS

FATHER & SON

ESTABLISHED 1886 THE HOUSE OF SERVICE

nature of the message. It would be interesting to learn whether the term "father and son" as used here was suggested by the use of that term by Cyrus Townsend Brady, father and son, who collaborated in "The Web of Steel."

Ware's stationery store, of Moose Jaw, Sask., featured fashion books and other periodicals for women, in a recent display advertisement in the Moose Jaw "*Times.*"

* * *

AN EFFECTIVE ADVERTISEMENT

The stationery advertisement of Thomas Hawley, druggist and stationer, as reproduced herewith, carries a distinct and convincing message that is calculated to bring good results by reason of the favorable attention created



by the creditable make-up of the advertisement, ably backed up by the sensible advice that it conveys to the reader. It will be observed that the advertisement, while being essentially a plea to get people to appreciate the wisdom of using correspondence paper of good quality, incidentally introduces, with good effect, the subject of fountain pens by means of a striking illustration.

* * *

In a special school opening advertisement, the Red Cross Drug and Book Company, of Lethbridge, Alta., offered a large toy balloon or a beautiful Japanese folding fan free with every purchase of school supplies to the value of 25c or over. This advertisement included the following paragraph:—

"Our prices are the same as before the war, for by securing our stock very early in the season, we were protected from the recent heavy advance in paper prices."

* * *

E. T. Hall, Redcliffe, Alta., used a three column space five inches deep, advertising school supplies, and a feature of this advertisement was the offer of a school bag free to every boy or girl making at least a 50c purchase.



Office Equipment and Business Systems

Does This Apply to Your Store?

"An Old Timer" Tells of Shortcomings Common to Book and Stationery Merchants in Canada, on the Manner in Which the Office Equipment Department is Stinted

NOTWITHSTANDING the fact that the average bookseller and stationer is a very busy man, he has his quiet moments even in business hours. It is in connection with those spare moments that I would like the retail stationer to "lend me his ear." I have been in a position, in a long experience in the trade in various capacities, to come into contact with large numbers of retail stationers so intimately as to be able to learn their points of merit and some points not too meritorious, as well as their fads and foibles. Throwing all in the crucible, and dealing with the composite Canadian book and stationery merchant, my verdict is that he falls far short of being as successful a merchant as he ought to be.

Casting about for the chief reason why this should be the case, I would say that lack of system is the big handicap that prevents him from being a highly successful merchant. I speak advisedly when I use those words "highly successful," because with the opportunity that the **average** Canadian bookseller and stationer has, there is no reason in the wide world why he should not have a conspicuously successful mercantile career.

Let's take a look into this "composite" book store. What is the first impression that the store makes upon us? Isn't it something like looking at a photograph that was taken out of focus? The result is a blur. You wonder what it's all about. There's such a general mixture of 1001 kinds of merchandise that there is a sort of kaleidoscopic impression, running the gamut of a repository for antique specimens, a Noah's Ark, a bazaar and a lot of other things widely different in character.

But where is the OFFICE EQUIPMENT stock, for instance? Oh, here we are, quite a creditable array of fine substantially bound blank books of various sizes. There's just the binding I want. Through my quality of persistence, I manage to catch the eye of a young lady behind the counter, and by her good graces am permitted to go behind the counter and look at the blank books to my heart's content. Not that she wouldn't gladly stay right there and help me to make my selection, but it happens to be at the busiest time of the day, and it keeps her on the jump—selling a young lady a quire of paper and a package of envelopes; handing out free rulers to kiddies on the way home from school; supplying the stenographer from the office across the way with a legal envelope, size 12, open end; handing out a fashion sheet to a woman and selling a newspaper to a man; telling an inquirer for the issue of *Tid-Bits*, that is due, that the parcel from the News Company will not be in till Saturday morning, and remonstrating with Willie for not having brought up a fresh supply of five-cent ink from the basement, and so ad infinitum!

However, I rather like this serve-self experience, but hang it all, I want a 500-page cash book in Russia binding. There are several 400 and a couple of 600-page books of the same kind, but where's the 500-pager? I wait my chance and manage to waylay the boss as he comes my way and starts to pick out a dozen sheets of red tissue paper, one by one, for a stern-looking lady of Suffragette mien, who sizes me up through her thick glasses, with an almost audible look of inquiry as to why I, a mere man, should presume to interfere while the proprietor of the shop is waiting upon her!—Humph, just like the "Lords of Creation!" Although somewhat disconcerted, I learn that there is no reserve stock of these 500-page cash books, so I make a 400-page one do. Now I happen to need a cash box. Fortunately the young lady is now free to serve me. "Just back this way," she says, and by dint of some really clever neck-stretching I manage to keep her in sight and reach the back of the store almost as soon as she does, and it is some walk; the store is 125 feet deep.

Now why should cash books and cash boxes be at opposite ends of the store? Would't it be far better all round to have all the merchandise used in offices stocked in one department? The office equipment business is so important, comprising so many varied lines, that it deserves a good big store all to itself in a city, even a small city of the sort that lacks the necessary population to enable it to doff the clothes of a mere town, without special legislation by the Provincial Government. Even in the small towns the office equipment department should be one of the mainstays of the book and stationery store. But coming back again to this composite store that we are inspecting, what do we find? Why, the component parts of what should be a fine big office equipment department are scattered all over the place! After buying that cash box, for instance, I ask for some document envelopes. I had seen a special line advertised in BOOKSELLER AND STATIONER, good substantial ones, according to this advertisement, having features making them superior to the ordinary "garden variety." The young lady hasn't heard of these, and she appeals to the proprietor. "Oh, yes, he has seen the advertisements, but he felt that the people in his town would not pay the higher price in order to get these better document envelopes, and consequently had turned the travelling salesman down when the latter had tried to get him to stock them." Now, right there is where Mr. Stationer made a big mistake. His customers can hardly buy higher grade goods from him if he will not carry them in stock. But they can get them elsewhere, perchance from a competitor right in the same

town, or failing that, from one of the several salesmen from commercial stationers located in the nearest large city, who periodically visit the smaller towns, corraling goodly sheaves of orders right out of the very hands of the local merchants!

Moralizing in this wise, on the strength of long acquaintance, I take occasion to tell the stationer a thing or two, pointing out that if he extended his stock of good standard lines of office stationery and cleared out a lot of the "junk" that littered the place, giving it the atmosphere of a cross-roads store, he would be giving himself a chance to build up a good strong business and make some money, instead of continually getting caught with unsaleable goods on his hands, not only keeping him short of funds, but making periodical extensions at the bank necessary, thus breaking down his credit.

I could go on and point out a lot of other shortcomings common to the average run of book and stationery stores in Canada, but too much preaching at a time does not do, so I'll leave these thoughts with you in the meantime, hoping that you will turn them over in your mind and benefit to some extent thereby.

An Old Timer.

BACK FROM THE FRONT

Sergt.-Bugler E. Evans, of the Queen's Own, who went overseas as a member of the first C.E.F., has been enjoying a well-earned furlough with his family. Sergeant Evans looks very fit, in spite of the fact that he has come through some of the hardest fighting of the war, having been in the battles of Givenchy, Ypres and St. Eloi.

He spent considerable time in hospital in France, but more especially in England, having been wounded no fewer than seven times, and he speaks in very high terms of the wonderful work done in these institutions, where, to use his own language, "They are able to literally make a man over again, provided they have three or four pieces to go on." He wears two gold bars on his sleeve, indicating that he was wounded in two major battles. Sergeant Evans' father is now overseas doing his bit for King and country, and Ernest expects to be back "somewhere in Europe" in the near future. The sergeant was and is a general favorite with the staff of the Copp, Clark Co., where, previous to going overseas, he was employed in the book department. His employers speak very highly of Sergeant Evans, who, by the way, is a crack shot with the rifle, having won several medals previous to seeing active service. Sergeant Evans is a worthy representative, and his family and employers have good reason to be proud of him. In coming across to Canada, Sergeant Evans had under his care fourteen permanently disabled men.

HOME ON FURLOUGH

Lieut. Guy Rutter, whose right arm was shattered at the battle of Zillebeke, and who in addition received other wounds, reached Toronto a short time ago, having been granted three months' furlough.

A. F. Rutter, of Warwick, Bros. & Rutter, father of the young soldier, and a host of relatives and friends gave him a great reception at the Union Station. Among those who welcomed him back were several university students who had been at the front and returned some time ago.

The College Bookstore, of Kingston, Ont., has had some very good newspaper advertising. A recent advertisement featured humorous books, and special attention was paid to "Funny Stories About the Ford"—Volume 1 and Volume 2, these being offered at 15c each, or two for twenty-five cents.

Retail Merchants and Small Debts

Ottawa Merchants Move to Have an Act Introduced in Legislature to Simplify Their Collections.

THE executive officers of the Ottawa Branch of "The Retail Merchants' Association of Canada," having learned that the president of the Dominion Board of the Association, Horace Chevrier, a prominent retail merchant of Winnipeg, Manitoba, was visiting the newly established head office at Ottawa, on his way to attend a meeting of the Executive Officers in Montreal, tendered Mr. Chevrier, the president, and the secretary, E. M. Trowern, a reception and supper at the Chateau Laurier, with the view of expressing their appreciation of the work that is being done by the Association, as well as to give them a hearty welcome to the capital.

Their appreciation was further expressed by inviting the president and the secretary to address an open meeting of the retail merchants of the City of Ottawa, in the Russell House, on Monday evening, September 18th. The meeting was presided over by Henry Watters, president of the Ottawa Branch, and it was largely attended by prominent retail merchants of the city.

A resolution, which will be presented to the executive of the Ontario Board of the Association, was passed, calling upon them to take such action as may be necessary to have introduced into, and passed by, the Ontario Legislature, an Act simplifying the collection of small debts for the following reasons:

"1st. Because this Act will enable us to collect accounts which are to-day considered too small to place in the hands of a solicitor.

"2nd. Because it will relieve us from the exploitation of so-called 'commercial adjusters' or 'collection agency companies,' and it will enable us to do our own collecting inexpensively and expeditiously.

"3rd. Because it will act as a deterent to professional solicitors for credit, who so often solicit without any intention of paying, as they count on the fact that the account being small they cannot be made to pay it."

More Adverising

In the course of an able address, Mr. Chevrier referred to the part advertising plays in the upbuilding of the retail business. He said he had seen some remarkably good advertising in the newspapers of this city, but he thought there was not so much of it as there should be.

"The more advertising that appears in the journals of the city the better it is for the advertiser," he said, adding that the more competition there was in advertisement writing, the more "pep" and the more spirit and originality in the copy, would redound to the credit of the merchant who sought development by keen advertising.

Some Practical Window Display Suggestions

With Special Attention Paid to Hallowe'en Trade—Illustration of a "Mother Goose" Window

HALLOWE'EN is important to stationers not only for the immediate trade to be done with Hallowe'en specialties but also because of the ready manner in which the nature of these goods and the familiar subjects associated with Hallowe'en, lend themselves to striking displays that can be made the means of promoting very considerably the prestige of a store as a live and up to date institution.

The illustrations reproduced here are the work of Franklin Myers, a well-known artist, and they are reproduced from the *American Stationer*. Hallowe'en comes very soon after this issue of BOOKSELLER AND STATIONER reaches the trade but there is still time to adopt the suggestions contained in these illustrations and what follows.

The window suggestion shows an excellent background arrangement. Such a window should suggest to passersby that it is time to arrange for Hallowe'en parties, etc.—which will require crepe paper. Hallowe'en favors—post cards and other such material.

The design shown may be arranged to fit any size window. The background of the window is merely an imitation of an old board fence which is easily obtained by pasting imitation wood paper over heavy mat board or, if you prefer, you can make it out of old weather beaten slabs of lumber. This fence should be set off by a white moon against which are silhouetted the figures of two black cats fighting. An extremely dark blue curtain made from calico or cambric dropped from the ceiling will represent the evening sky. If you wish you can leave out the sky and moon effect and merely have the cats posed on the fence.

Arrange on centre platform of window a group composed of the Hallowe'en witch, a kettle over the fire, a bundle of cornstalks and any other similar materials.

Cut Out Pumpkins for Face

The figure is made by using a large pumpkin for the head—the face to be cut out and electric lights concealed within. The lights should flash on and off at night. The



PLAN, SUGGESTED BY FRANKLIN MYERS. FOR A HALLOWE'EN WINDOW DISPLAY. NO DEALER CAN FIND AN EXCUSE FOR NOT BEING ABLE TO DUPLICATE THIS.

cap is made of black cardboard—while the dress and neck ruffles are made of black and yellow crepe paper. One hand of the figure should hold a broom made by fastening twigs on the end of a handle—the other hand holding a large spoon. The old iron pot hung by a chain from a tripod of rustic poles can be easily arranged to give the desired effect.

Sure to Attract Attention

Place twigs and branches under the kettle arranged over an electric light covered with red crepe paper, so as to give the effect of a fire underneath the kettle.



SUGGESTION FOR HALLOWE'EN SHOW CARD

Place a large shock of corn in the corner of the window and scatter autumn leaves on floor.

The window card suggestion can easily be copied in enlarged form by using a pantograph.

FROM SOUTH AFRICA

Edwin Heath, manager of Valentine & Son's branch at Cape Town, South Africa, visited Toronto recently, proceeding from here to Winnipeg. He will return via Toronto, on his way back to the firm's headquarters in Dundee, Scotland.

Mr. Heath, while in Toronto, was a guest at the luncheon of the Wholesale Postcard Association at the Toronto Board of Trade's quarters in the Royal Bank Building, on Saturday, September 30. Mr. Heath told of the effective manner in which the British postcard publishers had forestalled the proposed impost of a war tax on postcards and the commendable manner in which the British Government had met the reasonable representations of the publishers.

Mr. Heath was surprised to learn of the low prices at which various types of postcards were sold in this country. In South Africa the retailers sold postcards at higher prices and consequently did a more profitable business with them.

Montreal, Sept. 27.—William Robertson, head of the firm of Robertson & Parker, paper supplies, 301 St. Paul Street West, died yesterday at his residence, West End Avenue, Outremont, after an illness of about six months. Mr. Robertson was a native of Moffat, in Dumfriesshire, Scotland, where he was born fifty years ago. He came to Montreal thirty-five years ago.



A good idea for a "Mother Goose" window.

Holiday Specialties for Soldiers at the Front

As suitable gifts for soldiers may be mentioned: cigarette cases, money belts, flashlights, playing cards sets, tobacco pouches, pipes, kit bag locks, steel mirrors, pocket books and purses, collapsible periscopes.

These are only a few of the military specialties which are selling readily right along but which can be sold in enormous quantities in the next few weeks if the dealers are wise and put forth extra efforts in pushing these lines and bringing them to the attention of the public.

A good window display idea is to have parcels of goods made up in the proper form ready for mailing. Beside the finished package, another should be shown, displaying its contents. In this manner the suggestion will frequently bear fruit immediately by influencing people seeing such a display in the shop window, to enter store and place an order for similar packages to be sent to soldier friends at the front or at military camps in England or here in Canada.

WALLPAPER PRICE ADVANCES

Following is the text of a recent newspaper advertisement of E. A. Caughell, of Aylmer, Ont., which is reproduced because of its informative and suggestive value for other stationers now selling or who are contemplating the handling of wallpaper in their stores:

"The lower priced papers—the ones we sold at from 5c to 12½c the roll will be fully 50 per cent. higher next year, and from 15c roll up the advance will average 25 per cent. We have our next spring's wallpaper booked now, and we know that the above is correct.

"The sensible thing to do—and it's just what other big dealers are doing—would be to take advantage of the increase in market price and raise at once the price on all the stock we have on hand. It has taken some little time to decide whether we should raise the prices or put on a sale and clear out half or perhaps three-quarters of this stock this fall at the old prices. We've decided to leave the prices as they are until the first of the year and to continue our practice of wrapping up all small lots—where there are only one or two rooms left—into remnant lots and selling them at about half price. If you have any rooms which will require decorating inside of three years (there will be no reduction before then) it will pay you to buy the paper here this fall, even if you do not use it until next spring."

"THE MYRTLE REED COOK BOOK."

The name of "Olive Green" on the series of cook books issued under that designation of authorship has brought joy to many a jaded appetite. But few have suspected that under that non de plume was concealed the identity of Myrtle Reed, author of "Lavender and Old Lace, Spinner in the Sun," and other popular novels. "The Myrtle Reed Cook Book, published in September, is, in its field, as alluring a volume as are, in the sphere of fiction, the novels of this author.



War Tax Stays--Postcard Wholesalers Meet Situation

DESPITE the strong and convincing representations made to the Minister of Finance and to Dr. Coulter, Deputy Postmaster-General, by the deputation made up of members of the Wholesale Postcard Association of Canada, proving that the one cent war tax on picture postcards had crippled a Canadian industry and materially lessened the trade of thousands of jobbers and retailers, and in the face of the direct admission to this deputation on the part of the Deputy Postmaster-General that this tax had resulted in actually decreasing the postal revenue instead of accomplishing the hoped for result of creating an extra revenue, the Government has turned a deaf ear to the Association

Long and patiently did the postcard wholesalers wait for some sign of encouragement from Sir Thomas, but it came not.

So honeyed were the words of the Minister and his minions when the deputation visited the Capital last winter that it took long months before all were convinced that nothing favorable to the postcard publishing interests was likely to come from Ottawa. But the season for holiday trade coming on apace, the Association finally came to an appreciation of the inevitable: a continuation of the tax.

With that fact the big thing to face, a meeting of the Association was called for Saturday, September 30, and it brought out a representative attendance. After an earnest discussion of the situation, the business to be done was put through with despatch, being a decision to prepare a good striking card bearing, in clear and distinct terms, just what the postal regulation is regarding the mailing of postcards of the Christmas and New Year's greeting type. One of these cards will be mailed to each of the dealers throughout Canada, a committee being put in charge of seeing this idea through.

The regulation in question is that a five-word message of a conventional type may be written on a postcard sent as a Christmas or New Year card, without entailing the placing of the extra one cent stamp on such card. This five-word greeting is, of course, allowed in addition to the sender's name and address.

The suggestion was offered that efforts be made to have various newspapers throughout the country give due prominence to this regulation of the Post Office Department as a matter of news and valuable guidance for their readers, and it is appropriate to mention here that the retail merchants themselves should acquaint their local newspapers regarding the situation. It would be well to supplement such information published in the newspapers by running "liners" in the newspapers from time to time, in accordance with the suggestion appearing elsewhere in this issue.

The Importance of Hallowe'en Trade

MASKS, lanterns, favors, and place cards, besides postcards and other novelties, can all be sold most readily for Hallowe'en.

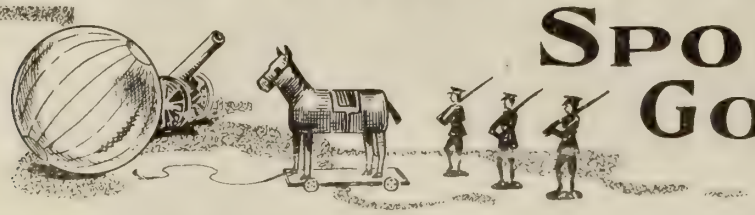
These are all lines for stationers to handle and most of these dealers do sell them, but there is another line that they can sell just as readily if they will, the latter comprising various sizes and styles of fancy boxes for confectionery. They are to be had because of the large output of these boxes for confectionery manufacturing houses. In some of the stores of stationers, stocks of fancy boxed confectionery are carried and yield a good profit. This is a recent innovation in one of the leading stationery stores of Montreal, that of F. E. Phelan, an attractive case being prominently placed just inside the entrance to the store. It occupies very little space and owing to the attractive packages, this line is not at all out of keeping with the rest of the stock. But even if confectionery itself is not stocked, stationers should carry a supply of confectionery boxes for use with "home-made" candies. Getting back to the text, special confectionery boxes of appropriate Hallowe'en designs, will prove very good sellers and will lend themselves most readily toward making the Hallowe'en window display more interesting, giving it wider appeal.

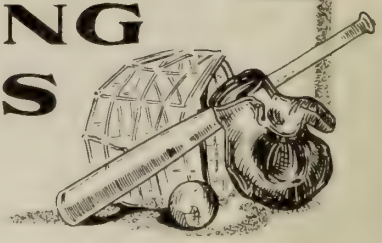
What with these attractive goods, the variety of pumpkin, witch, and other novelties, together with postcards in endless variety, the stationer has an opportunity to make the week previous to October 31 a highly profitable one in selling all these Hallowe'en goods.

If the necessary preparations have not already been made, this should be done immediately, so as to assure making such an impression on the community with these Hallowe'en lines as to not only develop a big grist of extra business, but to use this means of marking out the store as a particularly live one. This, naturally, will prove most beneficial, aside from the effect on immediate business.

Toys and Games

Sporting Goods





Dolls of All Nations and Ages

Over 500 Specimens in a Remarkable Exhibition in London—War Has Promoted Doll-Making in Great Britain

HAYDEN CHURCH, a British newspaper correspondent in a letter to the Vancouver *Province*, tells of a remarkable doll show at the Fine Art Society galleries, New Bond Street, London.

"Numbering over 500 specimens, and including dolls from practically every country on earth, all in the national dress or undress, this remarkable doll show begins with a little Egyptian doll 4,000 years old, a broken doll found in an Egyptian tomb, and from it gradually works down through the ages to the dolls of the present war-khaki-clad aviator dolls, and ones representing Red Cross nursing sisters, kilted Highlanders, Servian fighting men and French poilus. It includes dolls found in Roman graves, dolls from the Arctic regions and from the heart of Central Africa, dolls from India, China, North America and all the continental countries, "spirit" dolls, edible dolls, magic dolls that are used in witchcraft, religious dolls, in fact almost every variety of doll that has ever been played with by a child or used in connection with some queer religious rite or ceremony since first these quaint little effigies of human beings began to play a part in the life of this planet.

What is more, not one of these dolls has been bought in a sale or shop, and thus possibly had some mythical history put to it. The collector, Edward Lovett, has unimpeachable authority for the story of every individual doll in the great family of 500 odd. He is one of the greatest living authorities on the history of dolls and of toys generally, of which he has formed another great collection, numbering over 2,000, which is at present housed in the Cardiff Museum. The dolls now on view in New Bond Street are the result of some 30 years' research and correspondence, and of travel on the part of the collector in almost every part of the inhabited globe.

The Doll-Making Industry

Dolls, at present, are of particular interest to the people of this and, indeed, of all the Allied countries, because of the general desire to turn into a native industry the fabrication of these companies of childhood which, hitherto, has been all but a German, and thus an enemy monopoly. All over the United Kingdom doll-making centres are being started. Previously unemployed girls and women are making them, disabled and blinded soldiers are making them, wherever there are unoccupied hands there is a doll-industry in the making, which is a bad outlook for the American as well as for the German export trade of the future.

Some of the dolls in Lovett's family are pathetic examples of what a baby girl will "mother" rather than have no dolly at all. One of them is just a meat bone with a rag tied around it, a doll that should interest Mr. Kipling, since here we have "a rag and bone" though no accompanying "hank of hair." Another doll is made out of a rough brush, another out of a boot—the heel serving as a face, another of a ninepin, and still others are fashioned out of a clothes pin and a wooden spoon. We have, too, some really beautiful examples of the "corn dolls" made in the harvest fields of Sussex and Devon. These represent Ceres, the Goddess of Plenty, and were originally votive offerings for the past year and the wish for a good harvest in the next. Tied up with ribbons, this doll is hung in the farm house until the next harvest, when it is burnt, so that the spirit may be liberated."

MUST BE HIGHLY ORGANIZED

The making of trifling articles, such as toys, has been so much talked of that many people seem to think of it as practically solving the problem "How to employ our disabled soldiers."

This is now recognized as a complete illusion, even in France, though such an occupation seems much more natural to the French national habits of mind and industry than to ours.

Not long ago, in Paris, there was an exhibition of work done by invalided soldiers, in the institutions corresponding to these of our own Military Hospitals Commission. Toys, of course, and little "objects of luxury" were prominent among the exhibits.

There is a little newspaper in France called *Le Journal des Mutiles*, started recently by the disabled soldiers themselves, and concerned entirely with their interests. Reporting on the exhibition, it naturally compliments the toy-makers, and describes this industry as "Charming, and very French"; while it also highly praises the objets de luxe. It takes care to warn its readers, however, against putting too much dependence on such articles, which may have only a passing vogue and cannot be depended on to continue fetching the generous prices now given under the impulse of highly stimulated sentiment.

Toy-making has its place as an interesting side-line occupation, or as an industry suitable for the small minority of wounded men disabled for nearly all other occupations. But, to succeed as an industry, it must be highly organized, both at the manufacturing and at the marketing end.

The large majority of our returning invalids, and even of those who may be permanently disabled from returning to their old occupations, can be enabled, with the training organized for them, to undertake industries not only more suitable to their manly capacity, but more likely to bring them in a regular and sufficient income.

The first auxiliary business meeting of the season in connection with the Returned Soldiers' Toy factory at Winnipeg, was held at the Industrial Bureau Rooms on Sept. 7. Plans were discussed for opening a store on Main street in which to display and sell toys and woodenware made by the returned soldiers.

* * *

So much interest was excited at the Quebec Provincial Exhibition by the display of toys suitable for home manufacture made by the C. P. R. that the exhibition commissioners have awarded a gold medal to the railway company.

* * *

Only Canadian-made toys and Christmas gifts will be purchased by the members of the Women's Christian Temperance Union in Ottawa, if the determinations of the first fall meeting are followed out.

BRITISH TOY TRADE NEWS

Further additions are being made to the Lord Roberts Memorial Workshops, Fulham, England, and this is now one of the largest toy factories in Great Britain.

A new naval war game has been brought out by S. J. Clarke & Co., extensive manufacturers of toys in London, England. The name of the game is "North Sea Tactics," or "The Blue Water Battle," and it is said to be a game of absorbing interest to young and old, to soldier and sailor alike. It was designed by the famous cartoonist, "Rip." Other games in preparation by the same concern are "Battles in the Sky," and "The Artful Tommies."

* * *

"The London Scottish Machine Gun" is a rapid firing repeating gun, with rotary action. It fires imitation shells with great force and precision. This is a recent introduction by the well-known London toy firm of Wisbey's.

Special Department for Boy Scout Goods

Ideas for Developing This Profitable Trade—Other Suggestions From Tried Methods of Other Dealers

RED CROSS kits, collapsible drinking cups, canteens, pedometers, compasses, Ingersoll watches, pen and jack knives, fountain pens, the special scout testament, flags and bunting of all kinds, in addition to Boy Scout publications are being sold extensively in bookstores which have established special Boy Scout Departments, some even going so far as to sell wearing apparel for scouts.

The scout movement continues to grow and for that reason specialization of this nature is mighty good business.

Following are extracts from an account appearing in the recent issue in which is told the story of the establishment of a Boy Scout supplies department in a Seattle store:—

"Effective publicity was given to the department recently by the big window devoted to featuring boy scouts. The background was painted to represent a river, upon which a war craft was sailing. Of course such an elaborate background is unnecessary—one of masses of tree branches, to suggest a woodland, would be sufficient. At either side were draped large flags, with masses of green foliage in the corners. Overhead, suspended on wires, were three miniature aeroplanes—a toy at present in high favor with young America. Three wax models in Boy Scout uniforms were shown. These were secured through the courtesy of a local sporting goods dealer, and due mention of that fact made in a card displayed in the window. Two of these were holding aloft a large American flag, while the third was beating a tattoo on a big drum. In one corner were a pile of books and a card among them said:

BOY SCOUT BOOKS
Good reading for his vacation days.

Among the books shown were three complete sets of boy scout stories, replete with action, books on how to make things, and several on woodcraft. At the other side was a rude table on which were shown pedometer, compass, and many of the little specialties for sale within. On a camp stool near the table was a Red Cross kit, and by it stood a bundle of rolled flags, tied together with streamers of red, white and blue."

STATIONERY SHOWER

To Miss Reynolds, a bright and competent sales person in charge of the stationery department of Reynolds Bros.' store in Scranton, Pa., is due the credit of being the first to suggest stationery as an appropriate and novel "shower" gift for weddings. This custom of the intimate friends of the bride-to-be all presenting her with like articles, is growing in popularity. *Pull Together.*

SELL PHONOGRAPHS FOR "NOTHING DOWN."

Wurlitzer's, 329 Wabash avenue, Chicago, are offering any style or price phonograph without a down payment, but cash is paid for records. Payments on the machine begin 30 days after delivery.—*Novelty News.*

TO BOOST POST CARD SALES

As a means of promoting Christmas post card sales it would be a good idea for dealers to frequently have a small advertisement in the newspapers between now and Christmas of some such wording as this:

CHRISTMAS AND NEW YEAR'S POST CARDS WITH A FIVE WORD GREETING CAN BE MAILED FOR 1c. YOU WILL FIND A FINE LARGE ASSORTMENT AT ————'S BOOKSTORE.

A SON OF SATAN!

The following story is told on a Woodstock bookseller:—

Little Hugh coming home from Sunday school exclaimed "Daddy! I think we should have holidays from Sunday school as well as day school."

"All right, Hugh, we will think it over, but what has kept you so long; it is half-past four?"

"Well, Daddy, there was a 'Gink' talked until twenty minutes past four."

"You must not call people 'Ginks;' but what was he talking about, Hughie?"

" Nothing, Daddy!"

"Well, there is just one other question: What did you learn to-day?"

There was a twitch at each side of the mouth, a look upwards to "Dad," and a back up of half a step—"I learned that I am a son of Satan, Daddy."

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 20—Semi-Script

WE have previously pointed out the importance of the lettering, above everything else, on the show card. This cannot be too strongly emphasized. The lettering must be of a plain and readable design and therefore I shall point out how an obscure form of lettering may be transferred into a very practical one.

The lesson this month is based on the old style script which bore many curves and flourishes. Naturally these rendered ready reading difficult, but in order to utilize the old style you must thin out these obscuring elements just enough to bring out the form of the lettering itself.

In the first place, a most important point is to form the letters at a uniform angle as illustrated by Fig. 1. In laying out the word, before the color is applied, light pencil lines are drawn a half inch apart and at the angle desired for the lettering. These, along with the four regular horizontal guide lines, are sufficient to enable you to get the lettering properly balanced at a uniform angle. One letter at an off angle is like a soldier out of step.

Script, or rather semi-script, may be made by either outline or single brush stroke. Of the two, outline is preferable for a clear cut letter though the brush stroke is quicker. However, script is not used to any great extent, so the little extra time would be well expended.

The outlining may be done with either a broad pen or a small brush. I usually use the pen myself but you may have better success with the brush. Use the heavy carbon ink for the pen outline work and fill in later with cardwriters' black, using a brush.

This lesson is only a starter for you in modern script lettering. Magazines are full of new ideas in this form of lettering, drawn by high-priced artists, and those ideas are useful for show card purposes. Be sure you thoroughly master chart 19 before attempting anything new.

THE CHART

The forms of script lettering shown in the chart are only a few of the many varieties which are used for show card and other advertising purposes. The main idea, I repeat, is to combine utility and grace. (Have a good, readable type that will join up into words gracefully.)

Lower Case.

The "a" is composed of six separate strokes. Note that strokes 1 and 2 are furthest apart at the centre of the letter. These two strokes make a good combination to practice.

"b's" first two strokes come to the upper guide line. Strokes 4 and 5 are of similar formation to 1 and 2 of "a" but are reversed. Practice these often.

"c" is composed of five distinct strokes. This letter needs a lot of practice so as to balance it up properly. Note the angle at which it slants.

"d" makes a very graceful letter. It is of similar formation to the "a." The difference being the extending of strokes 4 and 5 to the upper guide line.

"e" is a letter that, when mastered, can be made very rapidly. It only has four strokes in its construction.

f. Care must be taken to get this letter at the right angle. Should you not do so it would spoil the whole word in which it was used. Practice well the long sweeping strokes 1 and 2.

You may experience difficulty with the "g" formation but you can master it with continual practice.

Strokes 1 and 2 of "h" must be kept parallel with one another. Strokes 4 and 5 make a good pair to practise together.

The "i" is just a repetition of strokes 4 and 5 of the letter "a."

"j" is one of the letters that comes to the lower guide line. Note how strokes 1 and 2 come together at the bottom.

You will need to practise strokes 4, 5, 6 and 7 of "k" many times before you get them to appear graceful.

"l's" formation appears in other letters. Practice often.

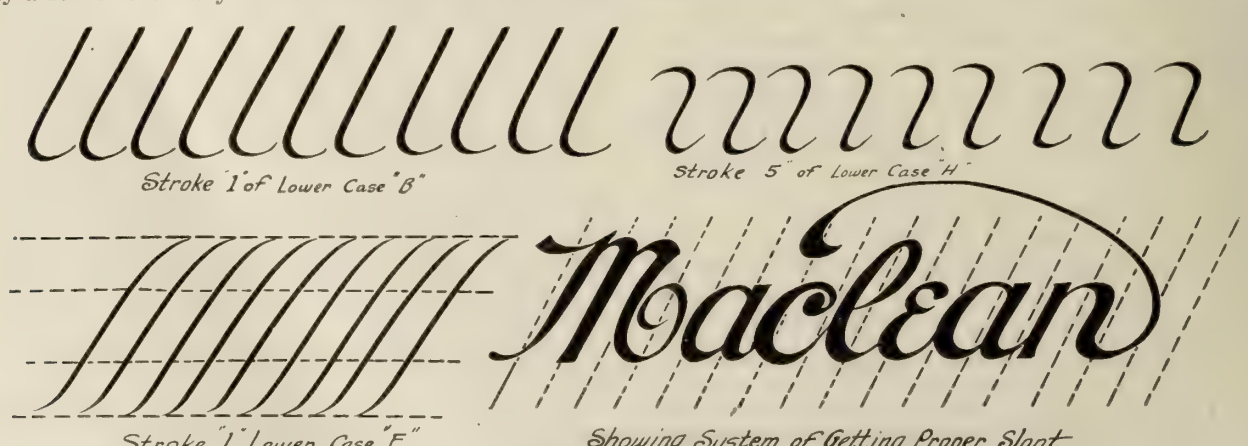


Fig. 1.

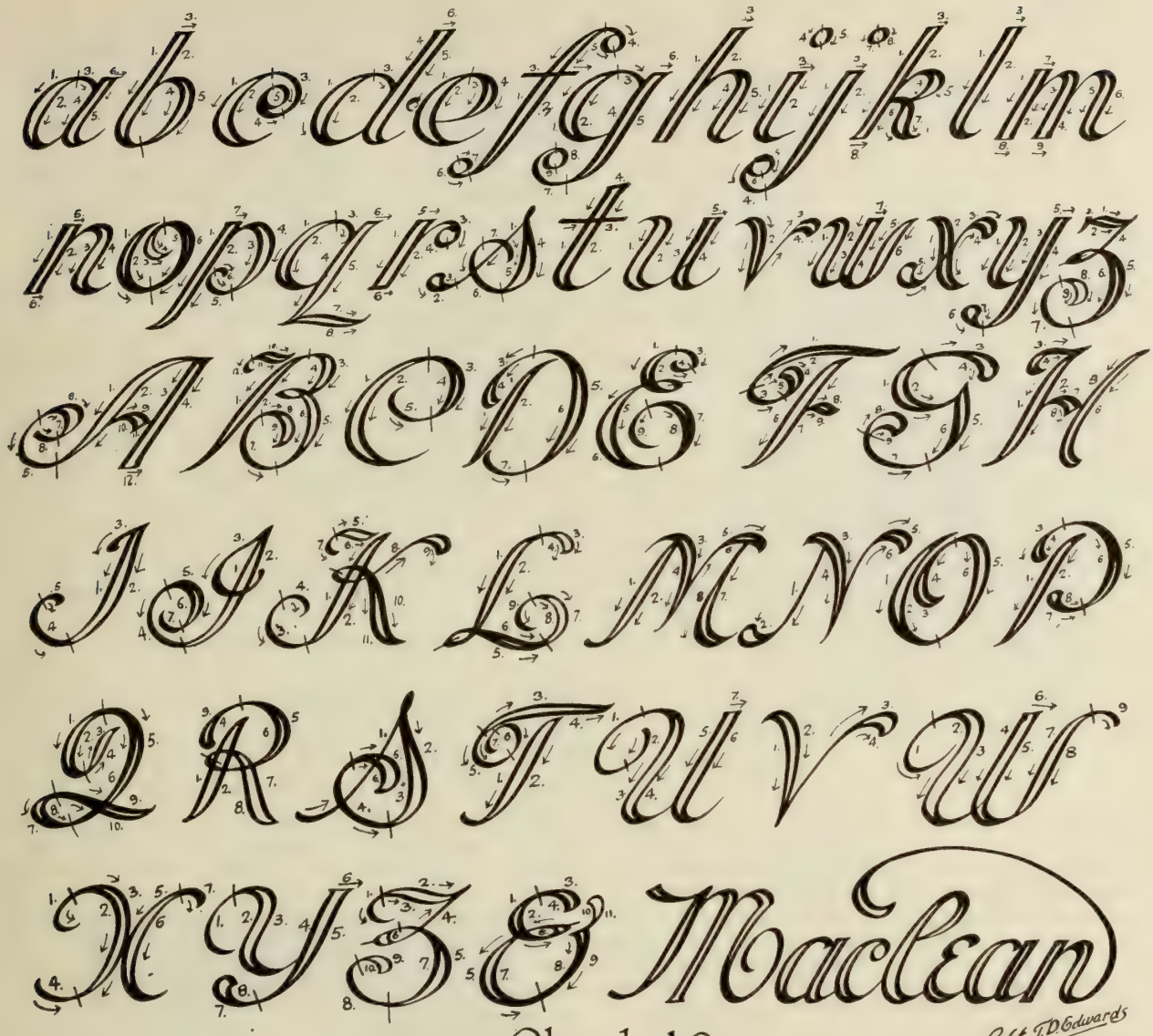


Chart 19

To make "m," a nice swinging letter, care must be taken to get the six main strokes all at the same slant.

"n" is of similar formation and needs much practice.

"o" is composed of six separate strokes. This letter needs practice.

Strokes 3 and 4 of "p" are the same as 5 and 6 of "o."

Note the sameness in the formation of the "q" and "g." The only difference is in the lower section. Practice strokes 7 and 8 often.

"r" is simple letter, but you need to pay attention to strokes 3 and 4.

"s" is the stumbling block for many amateurs. Note where the cross bars mark the beginning and ending of strokes.

The curves at the lower ends of strokes 1 and 2 of "t" and "u" appear often throughout the alphabet and need much practice.

You will experience difficulty in getting the "v" at the right slant. Practice counts.

The "w" is of similar formation to the "u" with strokes 5 and 6 added. This letter requires a great deal of practice.

The "x" is completed with five strokes. As these strokes do not appear in other letters it is necessary that you give them an extra amount of practice.

The "y" is a very graceful letter and works in nicely

The "z" is composed of nine curved strokes. This letter is not used as much as the others but its formation should be learned.

Upper Case

The upper case script shows more curved lines than does the lower case. For this reason all upper case letters should not be used for making up a word. No more than one must be used to each word and that at the beginning.

A shows a nice combination of strokes in 1 and 2. Practice well the diagonal strokes 3 and 4.

B is composed of all curved lines. This is one of the most difficult letters to master and requires a great deal of practice. All those strokes on the right side of the letter need special attention.

"C" is a five-stroke letter and is not unlike the lower case "c." All its lines appear in other letters.

"D" is another all curve letter. Strokes 5 and 6 should be practised many times.

The "E" shows a variety of curved lines which when made correctly form a very graceful letter. Practice often.

The upper part of the "F" requires a lot of hard practice. This is the first time these strokes have appeared.

Practice often the combination strokes 1 and 2, and

5 and 6. It will take you some time to get these joined up properly.

The formation of "G" needs a great deal of attention. This is the first time that strokes 1 and 2 have been used.

"H" also has all curved lines. You will need to practise this letter often to get it balanced properly.

The "I" and "J" are of somewhat the same formation. Strokes 1 and 2 are the same. Practice these letters many times.

Many cardwriters experience difficulty in the formation of "K." Strokes 8, 10 and 11 are food for practice.

The combination strokes 5, 6, 7, 8 and 9 of "L" are most important. Study well the lines of this letter and see if you can learn to make one like it.

"M" and "N" show strokes of similar nature. Don't spread these letters too much.

"O" is an important letter as it is very much used. The opposite curved lines 1 and 2 and 5 and 6 need lots of practice.

"P." In this letter strokes 5 and 6 are all important as they give the balance to the letter.

"Q" the "two-shaped" letter over which many amateurs have difficulty. Every stroke in this letter should be made the same as shown. Practice many times.

"R" shows the formation of the "P" with the tail added. Strokes 7 and 8 give the character of the letter so must be practiced well.

In "S" we have a similar formation to the lower case.

"T" is almost the same as "F." Note the slant of strokes 3 and 4.

Notice the lines of the letter "U." The graceful swing of lines 1, 2, 3 and 4 are most important.

The "V's" formation is shown in the centre of the upper case "M." Practice carefully.

Note the similarity between the forepart of the "W" and the letter "U." Take pains to get all three uprights in this letter the same distance apart.

"X" is not used very often in upper case but nevertheless its formation should be known to the cardwriter. This is an excellent letter to practice on.

"Y" is another letter with shapely lines. Note that strokes 2 and 3 do not rest on the lower guide line. It comes about three-quarters of the way down.

The "Z" and "&" show many lines that may be used for practice work. The upper part of the Z is most important.

By way of showing varieties of letter formation note the letters "M," "L" and "E" in the word "MacLean."

FIVE TO TWENTY-FIVE CENT BUSINESS

VARIETY TRADE NEWS

SIGNIFICANT facts and figures as well as good sane advice are set forth in an editorial appearing in the current issue of a trade paper devoted to five and ten cent stores in the United States. The extracts reproduced herewith will be of value to those merchants who have already established or contemplate establishing a distinct five-ten-fifteen cent or five to twenty-five cent department:

The average syndicate sales in straight five and ten cent stores taken from statistics obtained from year to year are about as follows, per year; 5,000 population, $35,000; 10,000 population, $50,000; and they figure an extra $1,000 for each additional 5,000 population. When there is strong competition, allow 20 per cent. less for sales.

However, knowing the amount of business you can get from each department, you should be able to figure what the investment should be, based on the following turnovers, which are taken from a syndicate record of ten years' sales.

The turn-overs are as follows, per year: Candy, 21; notions, 9; hair ornaments, 16; dry goods, 12; stationery, 6; silverware, 5; millinery, 50; holiday and Easter goods, 6; hardware, 6; glassware, 5; music, 25; post cards, 9; drugs, 5; lamp and gas goods, 4; hosiery, 7; brushes and woodenware, 5; tinware, 7; pottery and earthenware, 6; imported china, 3.

It would be foolhardiness on the part of anyone to attempt to tell you how much money to put into each department, as this can only be proven by two or more years of actual sales in your store, but you can use the following as a guide in ordering merchandise where you have an average investment that is, after your store has been started in business you are safe in ordering each week as much goods as you sold the week previous, by departments. Caution must be used, of course, on those lines governed by the seasons; that is, at the end of winter you must decrease your orders on winter goods, and at the beginning of spring increase your spring goods lines, etc.

The syndicates keep a record each week of each department and the amount ordered, which is a guide for the next year, and if they think a manager is not ordering sufficient in that line they send him more, and in this way their stock is kept turning.

Another thing to remember is that the distance from the market controls to a great extent the amount a merchant should keep in stock. If you can get your notions in a week's time, then carry a week's supply of notions, and in this way you can expect the average number of turn-overs.

One thing to be avoided, however, by the man of limited capital is stocking up on fads, novelties, etc., because of the low price, as the seasons change so rapidly and styles die out so quickly that it is the easiest thing in the world to get stuck.

One feature is following up the want sheets; that is, have each girl keep a want sheet showing the articles she has calls for, and then get the goods if there are a number of calls for any one item. It is surprising in the syndicate stores how often they are out of everyday articles, and it matters not whether your store be large or small, you want to give the calls attention and keep your customers coming. Remember, also, you make more money by selling two gross of any article at 10c each that cost $10.00 than you do on one gross at a cost of $8.50.

If you have syndicate competition, try this and see how quickly you can pull the business your way.

* * *

SMALLWARES

Barettes are small this season.

* * *

Stock "hump" hair pins.

* * *

Curved back side combs and barettes are popular.



Books

CANADIANA

"THE Homesteaders," by Robert J. C. Stead, the Calgarian who scored a previous success with "The Bail Jumper," has been received, and has appreciably enhanced the prestige of this author as one who is truly representative of the great Canadian West in the manner in which he has treated his subjects as a writer in the *Calgary News*, says:

"Western Canada affords a natural setting for literary masterpieces, with its wonderful background of prairie and mountain, but, generally speaking, literary men have as yet made no serious attempt to do the setting justice. The average story of the West, written by someone who knows the country only from the car window, or from the fiction of others whose information was as meagre as his own, bears the mark of stage scenery in every chapter, and passes for "the real thing" only among readers who have no personal knowledge of the subject.



ROBERT J. C. STEAD.
Author of "The Homesteaders."

"Fortunately Western Canada is herself producing a new generation of writers who promise to redeem the country from the make-believe literature of the transient novelist. In this respect it must be said that women have so far contributed rather more than their share. Mrs. McClung and Mrs. Murphy have caught the breath of true Western inspiration in many of their chapters, and have already made an impress on Canadian life. Ralph Connor, although the best known and most widely read of all Western Canadian authors, has been somewhat limited in his types of characters. R. W. Service has written of the North rather than the West."

Robert J. C. Stead has gone far in "The Homesteaders" toward restoring the balance of the male sex, at the same time making a permanent contribution to Canadian literature.

* * *



WILLIAM BOYD,
Author of "With a Field Ambulance at Ypres."

"THE WORLD FOR SALE"

Another great new novel of the Canadian West is Sir Gilbert Parker's latest effort, "The World for Sale," which has just come from the Oxford University Press, and it reveals the author's picturesque craftsmanship at his best. Sir Gilbert knows how to make his characters one with their environment; he knows how to give individuality to the populace in the background. His handling of the tumultuous mobs in this story is admirable; he makes its units stand out for a moment to heighten its collective effects. There is, moreover, a new interest here—the Gypsy. His heroine is of the race of wanderers, a Gorgio in manners and thought, yet deep at heart still one of them, in revolt against them at the crises which beset the path she treads to happiness.

* * *

An English and a Canadian publishing house are at present negotiating looking toward the publication in book form of "The Frost Girl," by Robert E. Pinkerton, a most creditable tale, running serially at present in MACLEAN'S MAGAZINE.

* * *

The new Canadian prayer book will be issued by the Cambridge University Press, through their Canadian representatives, on November 15.



SIR CHARLES TUPPER,
In his study at "The Mount," Bexley Heath.

A WORTHY HANDBOOK

A remarkable collection of restrained articles on the various phases of Canadian affairs, "Canada's Future, a Symposium of Official Opinion." Its aim is to provide authoritative information in concentrated form on such subjects as the grain trade, mining, lumbering, railway development, banks and banking, conservation, church activity, and education. The authors are among the most highly placed Canadians. Such men as Hon. Geo. E. Foster, the late C. C. James, President Falconer, James White, Chancellor Bowles, Mr. N. W. Rowell and eminent personages in the political life of Provinces and Dominion have contributed of their special knowledge, and the result is a hand-book which cannot fail to be of great value for reference purposes.

The book was edited by the late Mr. E. A. Victor, whose patience in assembling, verifying and presenting statistical information was well known.

* * *

LUNDY'S LANE AND OTHER POEMS

There has come from McClelland, Goodchild & Stewart a little volume of Duncan Campbell Scott's poems. This is under the title of "Lundy's Lane and Other Poems." The poem which gives the title to this book is exceptionally well done, and at the time of its first appearance became on the instant a classic of Canadian poetry. The sonnets are the products of a finished writer, and the long poem on Edmund Morris has something of a picturesqueness of Whitman and the stateliness of Browning. Nobody who values poetry, and particularly poetry made in Canada, should be without this book. Mr. Scott belongs to the school of younger poets, among whom were Rupert Brooke, John Drinkwater and Walter de la Mare. "Lundy's Lane and Other Poems" is poetry of very high quality indeed.

* * *

Keen interest is being taken by the trade in the forthcoming publication of a new book by Marshall Saunders, author of "Beautiful Joe." The new book is another dog story, and before first publication the publishers have already had to double the number of copies planned for the first printing.

* * *

A novel entitled "The World, the Church and the Devil," by John Archibald Morison, of St. John, N.B., is shortly to be brought out. The author was formerly a resident of Toronto and when in the latter city served in the capacity of Honorary Secretary of the Upper Canada Tract Society and later was one of the vice-presidents of that organization.

The live issue of "Church Union" figures conspicuously in the novel.

It is interesting to observe also that Mrs. Morison also has a book coming out this year, its title being "My Soldier Boy and Other Poems." Her verse is described by those who have read it, as having a high degree of merit, and this volume will probably appeal to many who have friends at the front in the great war.



BERTAND W. SINCLAIR,
Author of "Big Timber."

This month we are able to present, through the courtesy of the Copp, Clark Co., a picture of Bertrand W. Sinclair, the author of the meritorious tale of British Columbia, "Big Timber."

Are You Interested in What Canadian Boys are Reading?

Some Good Suggestions and Selected Lists as Submitted by Dr. Locke of the Toronto Public Library

THE subject of suitable books for Canadian boys is ably dealt with in the last issue of the Toronto Public Library Book Bulletin and the article itself together with the list of books presented are reproduced here because of the practical value thus afforded to other librarians and to retail booksellers:—

"For some time, one might say years, we have been experimenting with the compilation of a list of books which from our experience of Canadian lads we thought might be of almost general interest to them. We frankly declare that we do not believe in the so-called 'lists of books,' and especially do we disbelieve in lists of books which 'every boy should know.' We have not found the 'every boy,' 'the boy,' or any of those seemingly average products so often described as such by teachers who from their experience should know better, or by childless members of women's societies who have never lived and sympathized with the growing lad.

Again, our experiments, as our experience, are with Canadian lads; and a list of books suitable for American lads (and there are some which seem to us to be excellent lists, or a list for English lads, would differ in even more than mere local color from one which we might suggest as a basis for our Canadian lads.

And yet we must have lists. People believe in them—especially if they have the signature of someone in authority—for education is still the great conservative force which marks out the logical path by which individuals (and therefore illogical) shall pass towards the development, not of themselves so much as of the idea that such a system of education stands for.

In our Public Library we have children, not school children. We know nothing of their particular attainments except as these manifest themselves in a natural environment where there is free scope for development provided that general social laws are observed—and they are observed without the necessity of being formulated. It is for adults that laws must be printed. The Library then is the true democratic educational institution because it not only is free to all and on the same basis to all but it affords each an opportunity to become useful in proportion as he is gifted and is diligent in his efforts.

The boy who reads widens his interests and becomes more companionable; he finds out how to acquire knowledge and therefore becomes more independent because he knows more and his confidence develops. He learns not only how to get at knowledge but where the sources of knowledge are, and he emerges from the ranks into a position of command.

It is necessary to remember that one cannot prevent boys from reading. It is an appetite that is perfectly normal and that shows itself particularly strong in the years from ten to sixteen or thereabouts. It is an appetite that demands food for boys' stories which have a "grip" to them; which have the excitement and the quick movement of the boy of those years—daring, adventurous, with the "square deal" but not too obvious a moral. If these are not provided boys can easily satisfy natural instincts by the nickel and dime trash which circulates by the millions because parents and teachers and librarians have not appreciated this fact as they should and have been lax in providing for these interesting famished creatures.

And now, like the chairman of a meeting, let me say: With these few remarks I wish to present to you the first chapter of a list of books which the Children's Department and the Chief Librarian think may be of interest, value, and pleasure to Canadian boys. This is submitted for discussion, comment, and criticism before it will be issued in a more formal manner with explanatory notes, editions, prices, publishers, etc. Miss Lillian Smith of the Children's Department, or the Chief Librarian will be pleased to have suggestions from those who are interested in this phase of our work.

Books For Boys

Aldrich, T. B. Story of a bad boy.
Altsheler, J. A. Young trailers.
Amicis, Edmondo de. Cuore.
Armstrong, D. B. Boy's book of stamp collecting.
Atteridge, A. W. Captain Cook's voyages.
Famous modern battles.
Baldwin, James. Story of Roland.
Story of Siegfried.
Story of the golden age.
Ballantyne, R. M. Coral Island.
Dog Crusoe and his master.
Ungava.
Barbour, R. H. Crimson sweater.
For the honor of the school.
Left tackle Thayer.
Baring-Gould, Sabine. Grettir the outlaw.
Beard, C. D. American boys' book of bugs, butterflies and beetles.
Boat building and boating.
Field and forest handy book.
Jack of all trades.
Shelters, shacks, and shanties.
Beck, Christopher. Sons of the sea.
Bell, R. S. W. Green at Greyhouse.
Birkhead, Alice. Heroes of modern Europe.
Blackmore, R. D. Lorna Doone.
Bone, Florence. The man in the red shirt.
Bostock, F. C. Training of wild animals.
Boyeson, H. H. Norseland tales.
Braine, S. E. A Polish hero.
Brereton, F. S. How Canada was won.
Brooks, Edward. Story of the Aeneid.
Story of the Iliad.
Story of Odyssey.
Brooks, E. S. Boy of the first empire.
Historic boys.
Buchan, J. W. The Duke of Wellington.
Buchan, John. Sir Walter Raleigh.
Bulleen, F. T. A compleat sea-cook.
Cruise of the Cachalot.
Burroughs, John. Squirrels and other fur-bearers.
Burroughs, W. D. The wonderland of stamps.
Cervantes Saavedra, Miguel de. Don Quixote de la Mancha, retold by Judge Parry.
Chipman, C. P. The page and the prince.
Churchill, Winston. The crossing.

Cody, H. A. On trail and rapid by dog sled and canoe.
Collingwood, Harry. With airship and submarine.
Collins, F. A. Boy's book of model aeroplanes.
Wireless man.
Connor, Ralph. Black Rock.
Glengarry schooldays.
Cooke, W. B. The black box.
Coombs, F. L. Young Crusoes of the sky.
Cooper, J. F. The last of the Mohicans.
Coryell, J. R. Diccon the Bold.
Crump, Irving. Jack Straw, light-house builder.
Curtis, A. C. The good sword Belgarde.
Curwood, J. O. Wolf hunters.
Dana, R. H. Two years before the mast.
Defoe, Daniel. Robinson Crusoe.
Dickens, Charles. Great expectations.
Nicholas Nickleby.
Oliver Twist.
Pickwick papers.
Dorling, Taprell. The boy castaways.
Doubleday, Russell. Cattle ranch to college.
Drummond, Henry. The monkey that would not kill.
Dudley, A. T. The half-miler.
Duncan, Norman. Adventures of Billy Topsail.
Eastman, C. A. Indian boyhood.
Eggleston, Edward. The hoosier school boy.
The hoosier school master.
Elias, Frank. First voyages of glorious memory.
Fenn, G. M. Crystal hunters.
Cutlass and cudgel.
Devon boys.
Finnemore, John. Red men of the dusk.
Story of a scout.
The Wolf patrol.
Fraser, Edward. Romance of the king's navy.
Fraser, W. A. Mooswa.
Outcasts.
French, Allen. The junior cup.
Sir Marrock.
The story of Rolf and the Viking's bow.
French, H. W. Lance of Kanana.
Froissart, Jean. Boy's Froissart, ed. by Lanier.
Chronicles, condensed by Singleton.
Frothingham, J. P. Sea wolves of seven shores.
Gilliat, Edward. Forest outlaws.
Heroes of modern crusades.
Heroes of the Elizabethan age.
Heroes of the Indian mutiny.
The king's reeve.
Wolf's head.
Gilson, C. J. L. Sword of deliverance.
Grenfell, W. T. Adrift on an ice-pan.
Grierson, E. W. Sir Walter Scott.
Griswold, Latta. Deal woods.
Groves, J. P. Tarbucket and pipe clay.
Gurd, Norman. Story of Tecumseh.
Hakluyt, Richard. Elizabethan adventurers upon the Spanish main, adapted by Hyamson.
Hall, Jennie. Viking tales.
Hare, T. T. Making the freshman team.
Hawkes, Clarence. King of the thundering herd.
Hawkins, C. T. Ned Brewster's bear hunt.
Hawthorne, Nathaniel. Tanglewood tales.
Wonder book for boys and girls.
Hayens, Herbert. One of the Red shirts.
Henty, G. A. At Aboukir and Acre.
Knight of the White cross.
With Wolfe in Canada.
Herrington, W. S. Martyrs of New France.
Heyliger, William. Bartley, freshman pitcher.
Hill, G. B. Young farmer.
Holland, R. S. Boy scouts of Snow-shoe lodge.
Hornibrook, Isabel. A scout of to-day.
Horsley, Reginald. The Red hussar.
Houston, E. J. Boy electrician.
Hughes, Thomas. Tom Brown's schooldays.
Hunting, Gardner. Sandy's pal.
Huntington, Edward. The forest pilot.
Jeans, T. T. Gunboat and gun-runner.
Jefferies, Richard. Bevis, the story of a boy.
Jenks, Tudor. Boy's book of exploration.
Johnston, Sir Harry. Pioneers in Canada.
Keene, J. H. Boy's own guide to fishing.
Kingsley, Charles. Hereward the Wake.
The heroes.
Westward ho
Kingston, W. H. G. From powder monkey to admiral.
Three midshipmen.
Kipling, Rudyard. Captains courageous.
Jungle book.
Puck of Pook's hill.
Stalky and co.
Kirby, William. The golden dog.
Lamb, Charles. Adventures of Ulysses.
Lamb, Charles and Mary. Tales from Shakespeare.
Lang, John. Life of Nelson.
Outposts of empire.
Lange, Dietrich. In the great wild North.
Laut, A. C. Pathfinders of the West.
Vikings of the Pacific.
Leighton, Robert. The Golden galleon.
Olaf the Glorious.
Lever, C. J. Charles O'Malley.
London, Jack. Call of the wild.
Cruise of the Dazzler.
Long, W. J. School of the woods.
Lynn, Escott. When Lion Heart was king.
MacFarlane, A. E. Redney McGaw.
MacGregor, Mary. The story of France.
The story of Greece.
The story of Rome.
Machar, A. M. Stories of New France.
Mackie, R. L. Story of King Robert the Bruce.
Macleod, Mary. Book of King Arthur and his noble knights.
Shakespeare story book.
McNeil, Everett. Boy forty-niners.
With Kit Carson in the Rockies.
Marryat, Frederick. Masterman Ready.
Mr. Midshipman Easy.
Marshall, H. E. Scotland's story.
Through Great Britain and Ireland with Cromwell.
Martineau, Harriet. Crofton boys.
Marx, W. J. For the admiral.
Masefield, John. Jim Davis.
Martin Hyde.
Matthews, Brander. Tom Paulding.
Meadowcroft, W. H. Boy's life of Edison.
Moffett, Cleveland. Careers of danger and daring.
Motley, J. L. Boy's Motley, ed. by Banks.
Newbolt, Sir H. J. Book of the thin red line.
Nicolay, Helen. Boy's life of Abraham Lincoln.
Ollivant, Alfred. Bob, son of Battle.
Otis, James. Toby Tylor.
Packard, Winthrop. Young ice-whalers.
Paine, R. D. Wrecking master.
Parker, Sir Gilbert. Pierre and his people.
When Valmond came to Pontiac.
Parrott, J. E. Stories of famous men and women.
Perkins, L. F. Robin Hood.

Pickering, Edgar. In press-gang days.
Plutarch. Boys' and girls' Plutarch, ed. by White.
Porter, Jane. Scottish chiefs.
Pyle, Howard. Jack Ballister's fortunes.
Men of iron.
Some merry adventures of Robin Hood.
Story of King Arthur.
Quiller-Couch, A. T. Historical tales from Shakespeare.
The roll call of honor.
Quirk, L. W. Baby Elton, quarterback.
Boy scouts of Black Eagle patrol.
Reed, T. B. Fifth form at St. Dominic's.
The Willoughby captains.
Remington, Frederick. Crooked trails.
Repplier, Agnes. Book of famous verse.
Roberts, C. G. D. House in the water.
Kindred of the wild.
Roberts, T. G. Comrades of the trails.
Flying plover.
Red feathers.
Ruddy, A. C. From tenderfoot to scout.
Sabin, E. L. Gold seekers of '49.
St. John, T. M. How two boys made their own electrical apparatus.
Things a boy should know about electricity.
Things a boy should know about wireless.
Schultz, J. W. On the warpath.
With the Indians in the Rockies.
Scott, Sir Walter. Ivanhoe.
Tales of a grandfather.
The talisman.
Scudamore, Cyril. English officers of the nineteenth century.
Seton, E. T. Lives of the hunted.
Rolf in the woods.
Two little savages.
Wild animals I have known.
Sewell, Anna. Black Beauty.
Sloane, T. O. Electric toy-making for amateurs.
Speight, E. E. Romance of the merchant venturers.
Sterling, M. B. Story of Sir Galahad.
Stevenson, B. E. Tommy Remington's battle.
Stevenson, R. L. Black arrow.
Kidnapped.
Treasure Island.
Stockton, F. R. Buccaneers and pirates of our coast.
Stoddart, W. O. White cave.
With the Black Prince.
Stowe, H. E. B. Uncle Tom's Cabin.
Strang, Herbert. Adventures of Harry Rochester.
Boys of the Light Brigade.
Romance of Canada.
Tappan, E. M. In the days of Alfred the Great.
In the days of William the Conqueror.
Robin Hood, his book.
Taylor, Bayard. Boys of other countries.
Tomlinson, P. G. The trail of Black Hawk.
Topelius, Zakarias. The king's ring.
Trowbridge, J. T. Three boys on an electrical boat.
Twain, Mark. Adventures of Tom Sawyer.
The prince and the pauper.
Tucker, A. B. Romance of the king's army.
Vachell, H. A. The hill.
Vaughan, Owen. Lone tree lode.
Verne, Jules. Around the world in eighty days.
Twenty thousand leagues under the sea.
Verrill, A. H. Harper's aircraft book.
Harper's gasoline engine book.
Harper's wireless book.
Wade, M. H. The light bringers.
The wonder workers.
Walker, Rowland. The treasure galleon.
Wallace, Dillon. Fur trail adventures.
Lure of the Labrador wild.
Ungava Bob.
Warner, L. T. Being a boy.
Westerman, P. F. Under King Henry's banners.
Wheeler, H. F. B. The boys' Wellington.
Whishaw, F. J. Boris the bear hunter.
White, S. E. Blazed trail.
Magic forest.
Williams, Hawley. Fair play.
Williams, Irving. Joe Manning.
Wilson, Richard. Men of mark.
Wood, Eric. The boys' book of the sea.
Wood, J. C. Jeffrey of the White wolf trail.
Sinclair of the scouts.
Wood, Walter. Grant the Grenadier.
Wyss, J. R. Swiss family Robinson.
Yonge, C. M. Book of golden deeds.
Young, E. R. My dogs in the northland.
Zollinger, Gulielma. Rout of the foreigner.

WAR BOOKS

Brereton, F. S. At grips with the Turk.
Under French's command.
With French at the front.
With our Russian allies.
Davis, M. O. The great war and what it means for Europe.
Dorling, Taprell. The secret submarine.
Dyer, W. A. Pierrot, a dog of Belgium.
Gilson, C. J. L. A motor-scount in Flanders.
Grahame-White, Claude, and **Harper, Harry.** The invisible war-plane.
Hall, Cyril. Modern weapons of war.
Kay, Ross. The air scout.
Dodging the North Sea mines.
The search for the spy.
With Joffre on the battle line.
Lowndes, M. A. B. Told in gallant deeds.
Lynn, Escott. In khaki for the king.
Parrott, Sir J. E. The children's story of the war.
Parry, D. H. The scarlet scouts.
Strang, Herbert. Fighting with French.
A hero of Liége.
Westerman, P. F. The dispatch-riders.
The fight for Constantinople.
The sea-girt fortress.
Zerbe, J. S. Trench-mates in France.

BOOKS IN SERIES

Adams, Harrison. Pioneer boys' series.
Burton, C. P. Boys of Bob's Hill series.
Chapman, Allen. Ralph series.
Currey, E. H. Ian Hardy series.
Grinnell, G. B. Jack, the young ranchman series.
Pendexter, Hugh. Camp and trail series.
Pier, A. S. Boys of St. Timothy's series.
Smith, C. C. Bob Knight's diary series.
Smith, R. P. Rival campers series.
Standish, B. L. Lefty series.
Standish, Winn. Jack Lorimer series.
Stevenson, B. E. Boys' story of the railroad series.
Woolley, E. M. Donald Kirk series.

* * *

BOOKS IN BIG DEMAND

The report of Chief Librarian George H. Locke, of the Toronto Public Libraries, for the month of September shows that the number of times books issued to the public were more than 5,000 higher than in the month of September, 1915. Only in three branches was there a decrease. The increase in circulation of books among boys and girls was notable, being 2,400.

Halifax to Have a Public Library

Commercial Club Launches a Campaign—Rev. Dr. Clark's Strong Advocacy of Adequate Free Public Library

IT will probably surprise many readers of BOOKSELLER AND STATIONER that the city of Halifax, N.S., has been lacking a public library. This lack, however, promises to be supplied before very long. The Commercial Club of Halifax has undertaken a plan with that end in view.

Rev. Dr. Clark, addressing that body recently, said that he was speaking from the heart of a very great need, when he impressed upon his auditors the need for an adequate free public library for Halifax. He told of the great struggle which had been waged in Calgary before a library was obtained. A splendid building was finally erected in the centre of the city and it became a wonderful boon to the community. Tradesmen and laborers largely patronized it, for there they found the very latest technical works.

"I know perfectly well that their conception of their work was considerably enlarged through their reading," said Dr. Clark.

Dr. Clark spoke of the little Ontario town in which he had been educated and of the public library there which had a profound influence on the mental life of the community.

"We want to give our people every chance to make themselves worth while and I do not know of any one thing which will do this better than a fine large public library," said he.

The library of Calgary had become a book club house in which there was to be found the very heart beat of the city; there was developed a civic sense.

A LIBRARY BULLETIN

The first issue of the Niagara Falls Public Library *Bulletin* has come to BOOKSELLER AND STATIONER. It is to be issued periodically in order to foster greater interest in the library, the library board feeling that the institution was not being used to the extent that it should be by the citizens.

Following are some extracts from the announcement:

"Many very good books on timely subjects circulate so little that it seems reasonable to assume that those who might be interested in them are unaware of their presence on the shelves.

These bulletins should not be treated as catalogues. This library does not publish a complete printed catalogue. There is an excellent card index which gives every book; and the general public is invited to use this for reference. The librarian or the assistant in charge, always will be glad to help in the selection or locating of books and often can suggest titles of books in which treatment of a given subject may be found.

No charge is made for this bulletin, and anyone interested may, by giving name and address to the Librarian have copies mailed as issued."

This first issue of the *Bulletin* gives an interesting historical sketch of the Niagara Falls Public Library and important information and statistics from the annual report together with lists of adult fiction, fiction added since January 1, together with other lists of books contained in the library.

INCREASED CIRCULATION

LIBRARIANS and also booksellers will read with interest the following editorial reproduced from a recent issue of the *Chatham News*, and BOOKSELLER AND STATIONER would suggest that this subject be brought to the attention of editors in other towns, feeling confident that this course will result in the publishing of editorials along the same line, an object much to be desired in the interests of promoting greater interest in books:

"Reports presented at the meeting of the Public Library Board last evening showed that there has been a steady increase in the number of books in circulation and also in those used in circulation.

This should be a source of gratification to those who are directly in charge of the activities of the institution as well as to the citizens in general.

The Public Library is used most by those in average circumstances who have not the privilege or pleasure of a private library or more than a few volumes. Even those with large libraries find the advantages of the public institution are many.

Increase in circulation means that the people of the city are taking an increasing interest in mental development and this speaks well for the city and its general advancement.

The people of Chatham are perfectly willing that the library board should expend such amounts as may be necessary to keep the library up to a high standard of efficiency and while extravagance will not be tolerated, at the same time the board should not retard efficiency for the sake of a few dollars in expense. The sending of librarians to visit other institutions and to attend conventions and training schools is the proper course and means increased efficiency for the local staff and institution."

JANE AUSTEN CENTENARY

A Jane Austen Centenary is to be commemorated next year, her death having occurred July 17, 1817.

For half a century after Miss Austen's death little was written about her, but since the "Memoir" of J. E. Austen Leigh, published in 1870, there have been numerous biographies and innumerable articles dealing with her life and works. The full appreciation of Miss Austen's genius came only long after her death, and in England and some parts of America it has reached the proportions of a cult. The centenary of her death is likely to bring about a widespread interest in her novels, and it is quite possible that the "average reader" will have his curiosity so piqued as to actually read her works.

Miss Austen was 21 when she began her first and most important literary work; "Pride and Prejudice," and she completed it in ten months. "Sense and Sensibility" and "Northanger Abbey" were written soon after, but were not published for several years. She was 41 at the time of her death, on July 18, 1817.

One of the best estimates of Miss Austen's literary style was that written by Sir Walter Scott in his dairy, about a decade after her death: "Read again, for the third time at least, Miss Austen's finally written "Pride and Prejudice.' That young lady has a talent for describing the involvements and feelings and characters of ordinary life which is to me the most wonderful I ever met with. The big Bow Wow strain I can do myself like any now going; but the exquisite touch which renders ordinary commonplace things and characters interesting from the truth of the description and the sentiment is denied to me."

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Skinner's Dress Suit, Henry Irving Dodge, cloth, $1 net.

Non-Fiction

Friends of France, the Field Service of the American Ambulance described by its members, cloth, $2 net.

Juvenile

Billy Topsail, M.D., Norman Duncan, cloth, $1.25 net.

WILLIAM BRIGGS

Fiction

The Unspeakable Perk, Samuel Hopkins Adams, cloth, $1.25; Heart of Rachael, Kathleen Norris, cloth, $1.35; Nobody's Boy, Hector Malat, cloth, $1.25; Miss Million's Maid, Berta Ruck, cloth, $1.25; The Way of all Flesh, Samuel Butler, cloth, $1.50 net; Desmond's Daughter, Maud Diver, cloth, $1.25; Profit and Loss, A. E. Barr, cloth, $1.25; From the Housetops, McCutcheon, cloth, $1.25; A Divine Egotist, Vingie E. Rae, cloth, $1.25; The Night Cometh, Paul Bourget, cloth, $1.35.

Non-Fiction

Wild Animal Ways, Ernest Thompson Seton, cloth, $1.50 net; With Serbia Into Exile, Paul Fortier Jones, cloth, $1.50 net; God's Minute, 365 Contributors, cloth, 50c; The War for the World, Israel Zangwill, cloth, $1.50.

THE COPP, CLARK CO.

Fiction

The Guiding Thread, Beatrice Harraden, cloth, $1.35; The Nest Builder, Beatrice Forbes Robertson Hale, cloth, $1.35; Richard Richard, Hughes Mearns, cloth, $1.35; Chloe Malone, Fannie Heaslip Lea, cloth, $1.25; Baldy of Nome, Esther Birdsall Darling, $1.75.

Juvenile

Snuggle Tales (4 vols.), L. Frank Baum, cloth, each 50c; Children's Own Story Book, Norma Bright Carson, and Florence E. Bright, cloth, $1; Camp Fire Girls at the Top o' the World, Margaret Love Sanderson, cloth, 75c; Boy Scouts of the Air in the Lone Star Patrol, Gordon Stuart, cloth, 60c; Mary Louise, Edith Van Dyne, cloth, 60c; Ever New Stories, cloth, 60c; Tom Wickham, Corn Grower, Carl Brandt, cloth, $1; The War to February, 1916, Elizabeth O'Neil, cloth, 50c.

S. B. GUNDY

Fiction

The World For Sale, Gilbert Parker, $1.50; Gilded Vanity, Richard Dehan, $1.25; Three Pretty Men, Gilbert Cannan, $1.25; Captain Kettle on the War Path, C. J. Cutcliffe Hyne, $1.25; The Human Boy and The War, Eden Phillpotts, $1.25; The Dark Tower, Phyllis Bottome, $1.35 net.

Non-Fiction

Doreen and the Sentimental Bloke, C. J. Dennis, 75c; The Book of Sorrow, Compiled by Captain Andrew Macphail of the Canadian Army Medical Corps, rap paper edition, cloth, $1.75, india paper, cloth, $2.50; Twilight in Italy, D. H. Lawrence, cloth gilt, in the uniform edition of Mr. Lawrence's Works, $1.50 net; The Dune Country, Earl H. Reed, cloth $2.00 net.

A French Trooper, Christian Mallet, $1.00; Battery Flashes, "Wagger," 75c; Red Cross and Iron Cross, by a Doctor in France, 75c; Ballads of Battle, Corporal Joseph Lee, Black Watch, 75c; Imperial Unity and the Dominions, Arthur Berriedale Keith, D.C.L., D.Litt., $4.00; Lord Selkirk's Work in Canada, Chester Martin, 25c net; Aerial Russia, Lieutenant-Colonel Roustam Bek, 75c; Irish Rebellion of 1916, John F. Boyle, $1.25 net; The Widowhood of Queen Victoria, Clare Jerrold, $5.00; Charles Stewart Parnell, John Howard Parnell, $3.50; General Botha, Harold Spender, $2.50; Cloud and Silver, E. V. Lucas, Feap. 8vo., $1.50; Vivisection, Hon. Stephen Coleridge, cloth, $1.50 net; Shakespeare's England, With an Ode on the Tercentenary Commemoration by Robert Bridges, and a Preface by Sir Walter Raleigh, 2 vols. Med. 8vo., $7.75; A Book of Homage to Shakespeare, Edited by Israel Gollanez, Litt.D., F.B.A., Royal 4to., $6.75.

BEST SELLING BOOKS OF THE MONTH

Canadian Summary—Fiction.

1—When a Man's a Man	Wright	265
2—Seventeen	Tarkington	95
3—Just David	Porter	85
4—First Hundred Thousand	Hay	75
5—Bars of Iron	Dell	70
6—Tish	Rinehart	60

Non-Fiction.

Kitchener's Mob. By James Norman Hall.

THE MACMILLAN CO. OF CANADA

Fiction

Mr. Britling Sees It Through, H. G. Wells, cloth, $1.50.

Non-Fiction

The Philosophy of Neitzche, A. Wolf, cloth, $1.50; The Statesman's Year-Book, A. Wolf, cloth, $3.50; A Manual of Mendelism, J. Wilson, cloth, 75c; The War for the World, I. Zangwill, cloth, $1.50; A Short History of the English People, new edition, J. R. Green, with an epilogue by Mrs. Green, cloth, $1.50; Political and Social History of Modern Europe, Carlton J. H. Hayes, Vol. 1, $2, Vol. 2, $2.25; The Commonwealth of Nations, Part 1, L. Curtis, cloth, $1.50; The Religious Spirit of the Slavs, N. Velimirovie, cloth, 35c; Attitude of Great Britain in the War, Viscount Bryce, paper, 5c.

GEORGE J. McLEOD

Fiction

Georgina of the Rainbows, Annie Fellows Johnston, cloth, $1.25; Johnstone of the Border, Harold Bindloss, cloth, $1.25; Bonnie May, Louis Dodge, cloth, $1.35; Prudence Says So, Ethel Hueston, $1.25; Marion, by the author of "Me," $1.35; His Unknown Wife, Louis Tracy, $1.35; Enoch Crane, F. Hopkinson Smith and F. Berkeley Smith, $1.35; The Trufflers, Samuel Merwin, $1.35; The Agony Column, Earl Derr Biggers, $1.25; The Heritage of Cain, Isabel Ostrander, $1.35; The Girl at Big Loon Post, George Van Schaick, $1.35.

THE MUSSON BOOK CO. LIMITED

Fiction

An Undressed Heroine, Mabel Barnes Grundy, cloth, $1.25; The Rising Tide, Margaret Deland, cloth, $1.35; Second Choice, Will Harben, cloth, $1.50; Short Stories From Life, Thomas L. Masson, cloth, $1.25; The Bird House Man, Walter Prichard Eaton, cloth, $1.35; Obvious Adams, Robert R. Updegraff, cloth, 50c; The House of Fear, Wadsworth Camp, cloth, $1.35; Annette of The Argonne, William De Queux, cloth, 75c; Between Two Worlds, Philip Curtiss, cloth, $1.50.

Non-Fiction

Mount Vernon, Paul Wilstach, cloth, $2; A Diplomat's Wife in Mexico, Edith O'Shaughnessy, cloth, $2; The

Conquest of the Great North-West, Agnes C. Laut, cloth, $2; Main Travelled Roads, Hamlin Garland; Other Main Travelled Roads, Hamlin Garland—Autographed, in a box, the set, $2.50; Maple Leaf Men, Rose E. Sharland, paper, 35c; A. B. C. of Auction Bridge, Atherton G. Edward, cloth, 50c; Practical Basketry, Anna A. Gill, cloth, $1; Salads, Sandwiches and Chafing Dish Recipes, Merian H. Neil, cloth, $1.25.

Juvenile

Told by The Sandman, Abbie Philips Walker, cloth, 50c; The Boy's Book of Hunting and Fishing, Dan Beard, cloth, $1.25; Liberty Hall, Florence M. Winterburn, cloth, $1.25; Indian Tales for Little Folk, W. S. Philips, boards, $1.25; The Woodcraft Girls at Camp, Lillian Elizabeth Roy, cloth, $1.25; Bedtime Storyland Books, 12 vols., Burton Stoner, boards, 20c; The Royal Navy Painting Book, paper, 40c; The British Army Painting Book, paper, 40c; John Martin's Annual, boards, $1.50; The Bedtime Story Tellers, illustrated, 10 vols., cloth, 40c; Mother's Story Hour, illustrated, cloth, $1; Five Little Stars in the Canadian Forest, Lilian Elizabeth Roy, cloth, 35c.

McCLELLAND, GOODCHILD & STEWART

Fiction

Rod of Lone Patrol, H. A. Cody, cloth, $1.25; Emmy Lou's Road to Grace, Geo. Madden Martin, cloth, $1.35; Old Blood, Frederick Palmer, cloth, $1.40; Lady Connie, Mrs. Humphrey Ward, cloth, $1.50; Kingdom of the Blind, E. Phillips Oppenheim, cloth, $1.35; Somewhere in Red Gap, Harry Leon Wilson, cloth, $1.35; The Woman Gives, Owen Johnson, cloth, $1.40; Betty Grier, J. Laing Waugh, cloth, $1.25; Slaves of Freedom, Coningsby Dawson, cloth, $1.40; Wisdom of Damaris, Lucas Malet, cloth, $1.35; How Janice Day Won, Helen Beecher Long, cloth, $1.25; Short Cut, Jackson Gregory, cloth, $1.35; Contraband, Randall Parrish, cloth, $1.35; Social Gangster, Arthur B. Reeve, cloth, $1.25; Heritage of the Sioux, B. M. Bower, cloth, $1.35; Pod, Bender and Co., Geo. Allen England, cloth, $1.35; Worn Doorstep, Margaret Sherwood, cloth, $1.25; The Gorvenese, Julie M. Lippmann, cloth, $1.25; Barnacles, J. Macdougall Hay, cloth, $1.25.

Non-Fiction

The Watchman and Other Poems, L. M. Montgomery, cloth, $1.25; Canadian Poets, John T. Garven, cloth, $2.00; Witch of Endor, Robert Norwood, cloth, $1.25; Lundy's Lane and Other Poems, Duncan Campbell Scott, cloth, $1.25; cloth lambskin, $2.00; The Grand Adventure, Rev. Dr. Robert Law, cloth, $1.25; Last Voyage of the Karluk, Ralph T. Hale, cloth, $2.00; The Red Watch, Colonel J. A. Currie, M.P., cloth, $1.35; Bobby of the Labrador, Dillon Wallace, cloth, $1.25; Red Indians of the Plains, Rev. J. Hines, cloth, $2.00; Platform Sketches, Jessie Alexander, cloth, $1.25; The Revelations of a German Attache, Emil Witte, cloth, $1.00; Blood and Iron, Wilson McNair, cloth, $2.00; Adventures of a Despatch Rider, Captain W. H. L. Watson, cloth, $1.25; Wrack of the Storm, Maurice Maeterlinck, cloth, $1.50; Luck of Thirteen, Mrs. Jan Gordon, cloth, $1.50; Memorials of Robert Hugh Benson, Blanche Warre Cornish and Shane Leslie, cloth, $1.00; Life of the Grasshopper, J. Henri Fabre, cloth, $1.50; Life of the Caterpillar, J. Henri Fabre, cloth, $1.50; High Tide, Mrs. Waldo Richards, cloth, $1.25; Thinking as a Science, Henry Hazlitt, cloth, $1.00; The Mother and Her Child, Wm. S. Sadler and Lena K. Sadler, cloth, $1.50; How to Take Care of the Baby, Francis Tweddel, cloth, 75c; Layman's Book of Medicine, Richard C. Cabot, cloth, $1.50; The Home Care of Sick Children, Emelyn Lincoln Coolidge, cloth, $1.00; Dyke's Motor Manual, Dyke's Automobile and Gasoline Engine Encyclopedia, $3.00.

Juvenile

Daddy Bedtime Animal Stories and Daddy Bedtime Fairy Stories, Mary G. Bonner, cloth, each 50c; Adventures of Prickly Porky and Adventures of Old Man Coyote, Thornton W. Burgess, cloth, each 50c; The Cave Twins, Luck Fitch Perkins, cloth, $1.15; Mother West Wind "How" Stories, Thornton W. Burgess, cloth, $1.00; The Monster Hunters, Francis Rolt Wheeler, cloth, $1.25; Tell Me Why Stories About Great Discoveries, C. H. Claudy, cloth, $1.50.

THOMAS NELSON & SONS

Fiction

Widecombe Fair, Eden Philpotts, cloth, 25c; Further Experiences of an Irish R.M., E. CE. Somerville and Martin Ross, cloth, 25c.

Non-Fiction

The Eye-Witness, Hilaire Belloc, cloth, 45c; Napoleon: The Last Phase, Lord Rosebery, cloth, 45c.

BOOKS RECEIVED

"Man Proposes" is a fine new novel by Eliot H. Robinson which has come from the Page Company. It is the romance of John Alden Shaw. The greater part of the action occurs at Newport during "tennis week" when social gayety is at its highest. The story contains an enigma of an unusual character and minor incidents are as interesting as the major, a rare combination.

"Blue Bonnet Keeps House," is the title of the new volume in the Blue Bonnet Series, Caroline E. Jacobs and Lela Horn Richards, collaborating in its production. In this new story Blue Bonnet's social life in the new home in the East and her experiences as a senior at Miss North's. The volume is uniform with the others in the series.

* * *

A new volume has come from Page's in the "Little Cousin" series, being "Our Little Viking Cousin of Long Ago," by Charles H. L. Johnston. It is the story of Biarne Herjulfson, a boy of Norway and is laid at the time when Lief Ericson and his venturesome seafarers crossed the Atlantic to explore what five centuries later came to be called America.

* * *

Louisa M. Breitenbach, whose "Alma books" are so favorably known has written a new book entitled "Eleanor of the Houseboat," which abounds in the same healthy natural atmosphere that characterizes her other books. The volume is handsomely bound and is illustrated by Charles E. Meister.

* * *

Spirited and adventurous, Harrison Adams' new story "The Pioneer Boys of the Columbia," will make a strong appeal to boys and many a man who retains the spirit of boyhood. It is the latest addition to The Page Co.'s "Young Pioneer Series," and is freely illustrated.

* * *

A story of adventure on the Yukon is Belmore Browne's "The Quest of the Golden Valley," which has just come from the Putnam's, being an illustrated volume.

* * *

SYLVIA AGAIN

A sequel to "Sylvia's Experiment" the cheerful book is "Sylvia of the Hill Top," which comes to BOOKSELLER AND STATIONER from Page's. The author, Margaret R. Piper, in this new book equals the fine work she did in the previous Sylvia volume and the heroine sends forth more joy and cheerfulness to those who were so enchanted with "Sylvia's Experiment" as to make them want to read the sequel. The action of this story takes place in the summer vacation time. There is a delightful Prince Charming to enhance the interest of this new story.

BRIEF NOTES ABOUT BOOKS

In a book called "Practical Engineering" which is a recent issue, a comprehensive fund of information is given in question and answer form. Hawkins' Guide, a course of study for electricians, and students of electricity and its application has now reached the ninth volume.

* * *

A pocket Russian-English English-Russian dictionary is a recent issue that will probably sell readily in the bookshops.

* * *

"Our Davie Pepper" comes this season amplifying the deservedly popular Little Pepper series.

* * *

Dame Curtsey's "Book of Hints to Housewives," is the ninth volume in the Dame Curtsey series. It is a September publication.

* * *

A comprehensive book that affords a great fund of most valuable information for all interested in the subjects of automobile maintenance is "Dykes' Automobile and Gasoline Engine Encyclopaedia," a $3 volume which essays to teach everything worth knowing on this subject.

* * *

Admirers of Julie M. Lippmann will welcome her new "Martha" book entitled "The Governess," out this season.

* * *

A new Baby's Book at a dollar retail has been introduced to the trade this season which should prove a best seller in its class. It is remarkable for its most artistic page decorations in color.

* * *

The author of "Bawbee Jock" is on hand this season with "The Heir of Duncarron."

Coningsby Dawson is at present taking an engineer's course with the artillery at Kingston, Ontario. He has been asked by the Dominion Government to prepare a history of the several Canadian contingents that have gone to the front. This author by the way has written a new novel entitled "Slaves of Freedom" to be ready this month.

* * *

E. Phillips Oppenheim's October novel, "The Kingdom of the Blind," is a timely narrative of the fight of the British War Office against the German secret Service, and among its thrilling events is the sinking of a hospital ship by a submarine and a Zeppelin raid.

* * *

William B. Stout, who in "A Boy's Book of Mechanical Models," has told boys how to make mechanical toys from cigar boxes, is a Detroit automobile engineer and an aviation expert.

* * *

The war has inspired a few good novels, and one of the distinctly meritorious ones is "The Worn Doorstep," by Margaret Sherwood. It is the irregular dairy of an American girl whose lover died early in the war, a despatch rider, "somewhere in France." The girl determines not to yield to grief over his death and the healthy hard work as a "good Samaritan" in which she engages is an inspiration to every reader.

* * *

"Pod, Bender & Co." is a new tale by George Allen England, author of "The Alibi." Pod and Bender are amiable villains suggestive of "Raffles" and "Wallingford." The two arch-villains are always boisterously good- natured, whether in the lap of luxury or behind prison bars, both frequent experiences with them.



Veteran Canadian Publisher

Rev. William Briggs, D.D., Passes Eightieth Milestone of Life—Has Had a Great Career.

ON September 9, William Briggs, the dean of Canadian publishers, passed the eightieth milestone of life.

William Briggs was born at Bainbridge, England, of Scotch and Irish parents. He was educated at Liverpool and came to Canada as a young man, entering the Methodist ministry first as a probationer in 1857 at Durham, Quebec, being ordained in 1863. He was for the next few years a Methodist pastor in many parts of the Province of Ontario, gaining celebrity for his preaching. He also filled many important official posts in the conferences of his church, and was first elected book steward of the Methodist Church in 1879. In the past thirty-seven years he has been largely instrumental in making the Methodist Book Room the largest publishing house in Canada, and has broadened its scope to include all branches of good literature. His preaching and other activities in connection with other departments of the religious organization in which he has played so prominent a part have also been great; and his breadth of view has won him friends among men of many diverse faiths. No living Canadian can boast a longer list of personal friends and acquaintances, both of the past and of the present.

A new book which comes from Stewart & Kidd Co. of Cincinnati, is Sophie M. Collmann's "Tales From the Old World and the New," which was written with the interests of young people between the ages of twelve and sixteen particularly in mind. The stories cover a wide variety of subjects and are told in a manner both engaging and informative.

AN UNJUST CHARGE

Cyrus Townsend Brady has been as prominent as an advocate of the cause of the Allies on the platform in the United States as well as in deliverances from the pulpit, besides expressions in such newspapers as the New York *Times* and *Sun*. He was No. 38 of the 500 representative Americans who signed the famous address to the Allied nations, which left no doubt as to their recognition of the justice of the cause of the Allies.

Imagine the shock of surprise to Dr. Brady, therefore, when he was advised through his publishers that certain Canadian booksellers had declined to handle his new book because they had heard he was a pro-German. As to this absurd charge let Mr. Brady speak for himself:

"I bear an Irish name, but my family has been in America for 250 years. I am an American. I thought the Irish Rebellion was a crime against civilization, and that Casement received a justly merited punishment. I hope and pray every night of my life for the success of the Allied arms, mentioning especially England, France, and Italy, and I wish there were something more that I could add to bring about that success. I am heart and soul for England, and I don't care who knows it either.

"Yours very sincerely,

(Signed) "CYRUS TOWNSEND BRADY."

JOHNSON'S NEW NOVEL

"The Woman Gives," Owen Johnson's new novel, published in Canada, by McClelland, Goodchild and Stewart, is well up to the reputation established by Mr. Johnson in his former novels. It deals with a number of artists, literary lights and men and women of a Bohemian kind, whose Bohemianism is a very real if somewhat tawdry affair. Mr. Johnson works out his theme, expressed in the title, admirably, and the reader has humor and pathos alternated from cover to cover. The book is immensely interesting; its author's sure and facile touch makes it a book one can read and re-read. Not every book measures up to that.

A forthcoming volume is "Letters of John Wesley," by George Eayrs, F.R. Hist. S. The author is widely known in Methodism both in Great Britain and America. His were the plans for "A New History of Methodism," a monumental work in two volumes, which immediately became a standard work on this subject. He was its most voluminous contributor. "Letters of John Wesley" is a selection of new and important letters of the great divine, "the man who changed the face of England." Mr. Eayrs is one of the foremost authorities on Wesleyana and is empowered to speak authoritatively and certainly on the matter of which he treats. The Rt. Hon. Augustine Birrell, lately Chief Secretary for Ireland, contributes a chapter to the book. It will doubtless have a wide sale among Methodists and lovers of history. The price in England is 10/6 net.

BOOK NOTES

Arrangements have been made for another series of lectures to be delivered by Frederick Palmer, the noted war correspondent, who has a new book out this year, entitled "My Second Year of the Great War." He will again visit Toronto and a few other Canadian cities.

* * *

A particularly interesting newcomer in gift volumes this season is Stevenson's "The Black Arrow," an elaborate volume with colored illustrations by N. C. Wyeth. The volume is uniform with the previously issued $2.25 editions of "Kidnapped," and "Treasure Island."

GARDENING BOOKS

Owing to the fact that the British Columbia seasons are much earlier than in Eastern Canada, Cassell & Co. have this year issued their list of gardening books much earlier than usual, such books being in demand in that province directly after Christmas. In addition to the many gardening handbooks and other books on gardening, there are volumes on wild flowers and trees.

The introduction to the list is so appropriate as to be worthy of reproduction here:

"Of course, you must have a garden and experience the delight of raising things yourself. It may be sweet peas trained over the back fence, or hollyhocks by the dining-room windows, or roses climbing over the porch. It may be a patch of strawberries or a couple of rows of peas or a few tomato plants to furnish fresh vegetables "out of your own garden" at one-twentieth the market cost. But you simply must have some kind of a garden for the beauty and fragrance and nourishment and exercise, for the health and happiness you will get from it. And you want to know how to care for it and get the most out of it. It would be a shame to have the rose bushes die or the peas fail to fill out because of improper treatment, wrong location, unsuitable soil, too early or too late planting, disadvantageous arrangement, or any of the many other mistakes likely. Better have a dependable guide in the particular line of gardening that appeals to you so that there will be no disappointing anti-climax. Here is a library that contains the how and why of every garden problem from hollyhocks to cauliflower. Now is the time to start your garden—here are the books you need to help you make it a success."

NELSON'S IN NEW QUARTERS

The Toronto branch of Thomas Nelson & Sons is now under the management of David A. Cox who has recently come to Canada from the London office. Mr. Cox has previously represented the firm in Egypt, India and the Far East, specializing in educational matters.

Mr. Renwick, who has been head of the Toronto office since the beginning of the year has gone overseas to join the colors.

Nelson's now occupy the whole of the second floor at 77 Wellington Street West, a flat 202 feet deep and 38½ feet wide, thus giving them sufficient room to comfortably house their immense stock. The offices and sample room are roomy and well lighted, and members of the trade will be favorably impressed when they visit Nelson's new house.

Mr. Cox, who assumes the management of the Canadian house temporarily, in the absence of S. B. Watson, who joined the colors nearly a year ago, has been connected with the house of Nelson's for twenty years.

BOOKSELLER AND STATIONER will be joined by all members of the book fraternity in welcoming him to Canada.

The best selling books in September, as reported by the Copp, Clark Co. were: "Tish," "Big Timber," and "The Little Hunchback of Zia."

* * *

"You don't suppose I'm going to be the only one in this outfit to be decked out in gay attire? What would they think if they saw a resplendent individual like me and a shabby little wife? It would be as bad as the man that went to his wedding trip alone, because he was too darned mean or too darned poor to take his wife along." From "Skinner's Dress Suit."

BOOK NOTES

That most delightful of whole-hearted Irishmen, "George Birmingham," the well-known novelist, otherwise recognized as Canon Hannay, has a charming house outside Dublin overlooking Killiney Bay, with a fine view



REX BEACH,
Who has a new novel this season, entitled "Rainbow's End."

of the Wicklow Mountains. His elder son is with the Irish Guards in France, and the Canon himself could not resist the appeal of the khaki, and is now serving as a chaplain.

* * *

Lovers of the work of J. M. Barrie will welcome the coming of a thin paper edition of his books in ten volumes, uniformly bound in dark blue leather, similar to the leather-bound edition of the works of Henry Van Dyke. They will be published at $1.65 a volume and will be obtainable in single volumes or in sets. Incidentally it may be mentioned here that the Van Dyke volumes formerly published at $1.50, will hereafter be $1.65, this advance being necessitated by the increased cost of leather.

* * *

Among recent juveniles, two rattling good sea tales are "The Gunrunners," by W. D. Fordyce, and "Fortune Face," by W. B. Cooke, both of these volumes being embellished with very fine colored illustrations.

* * *

Tom Bevan is the author of a great book for boys, which has just been published, entitled "Doing His Bit," which, as its name indicates, is a story of the great war.

* * *

"The Jolly Book" has this year reached its seventh annual issue, and "The Chummy Book" its fourth, and both are healthy-looking volumes as usual and well done in every respect.

* * *

"What Katy Did at School" is the latest addition to the creditable "Katy" series of books, which have made so many friends among juvenile readers.

* * *

Sarah Grand's "Winged Victory" is a tale of London, and with plot and counterplot, a great picture of London society is given.

BOOK LISTS RECEIVED

The autumn list of William Briggs includes a remarkably fine showing of new books including fiction by such notable authors as Kathleen Norris, William Dean Howells, Ian Hay, Ernest Thompson Seton and others in addition to a wide range of other books including gift editions of a distinctive nature as for instance a three volume khaki bound edition of the poetical works of Robert W. Service and what is described as a "different" volume representing Canada, being "The Beech Woods" by Duncan Armbrest. This list taken as a whole is indicative of the good ammunition with which Canadian booksellers are being provided this year for their Autumn and Christmas selling campaign.

* * *

Thomas Allen left in September on an extended trip through Western Canada to the Coast in the interests of the new books in the "Allen Line."

* * *

From Frederick J. Drake & Co., of Chicago, come an extensive illustrated list of their various publications, including mechanical books, popular handbooks and reference books.

* * *

The Musson Book Company's new autumn list, 64 pages, presents books representative of a wide range of literature, being especially strong in fiction and books of war interest. Special emphasis is laid on William Boyd's book, "With a Field Ambulance at Ypres." There is a page of "Canadian Books by Canadians," and the works of Joseph Conrad and Hugh Walpole are each set forth on special pages.

* * *

An announcement of special Canadian significance in the new Hodder & Stoughton catalogue is that of the second volume of Sir Max Aitken's "Canada in Flanders." This new catalogue by the way is strong in new fiction, and there are ten pages devoted to the war books of this house. Illustrated gift books and belles letters are prominently featured, and special attention is paid to reprints published at 35c a volume.

* * *

"Books worth while, published by the House of Cassell," is the way the comprehensive new autumn catalogue is introduced. A new Arnold Bennett book, "The Lion's Share," has been given first place, and this is followed by a goodly number of other new novels by noted writers. In Canadiana the most notable book is the two-volume "Life and Letters of Sir Charles Tupper, Bart." In war books there is a goodly list, including a record of the first six months of naval warfare by W. L. Wyllie, R. A., entitled "Sea Fights of the Great War." There are other equally creditable features in this interesting list.

* * *

In a novel entitled "The More Excellent Way," just put out by the Putnam's, the author, Cyrus Townsend Brady, deals with modern society and the divorce question, with scenes laid in New York, Sorrenta, Bermuda, and Reno. Without attempt at preaching, the author has written a story that is subtly influential and provocative of thought, even while it seems to leave no time for thought in the swift succession of its dramatic development.

* * *

Keen appreciation is being expressed in the English press, of a first novel, the author being Susan Redgrave, and the title of the book, "Jane's Husband; or Two in a Caravan."

LITERATURE OF THE WAR

"THE BACKWASH OF WAR"

We have for centuries read and heard of the glories of war,—the stirring bravery of the battlefield, the dogged steadfastness of the long waits and marches,—we have seen war with its regimentals aglitter with gold lace,—our pulses have beat to its music. Miss Ellen La Motte, R.N. (who needs no introduction to the medical and nursing world) in her new book "The Backwash of War" published in September, shows us war of to-day,—not magnificent and glorious, not terrible in its strength,—but naked and loathsome; the real side of war, as seen in the receiving rooms and wards of an evacuation hospital but a few miles behind the French lines. These sketches are not cheerful reading,—there is not much cheer among the shattered hulks that remain for a few days in such a hospital, —but they are all faithfully true, first-hand reports from the front, written with a spontaneous power in the bitterness of the moment, not by an hysterical assistant but by a trained and seasoned scientist of world-wide reputation.

* * *

LIFE OF LORD KITCHENER

At the request of the trustees of the late Earl Kitchener, Sir George Arthur, who was his private secretary, has undertaken to write the "Life of Lord Kitchener." All of Lord Kitchener's private papers and correspondence have been placed in Sir George Arthur's hands for the purpose of the work, and he will have the benefit of the co-operation and assistance of the Earl of Derby. The biography will probably be in two volumes.

* * *

YPRES

"The story of the Second Battle of Ypres is mainly the story of how the Canadian Division—outflanked and outnumbered by four to one, stormed at with shot and shell by the heaviest artillery known to warfare, stupefied by poisonous vapors, unsupported by big guns, unaided by reinforcements, and short of food and water—fought through the day and through the night, and then through another day and night, losing heavily hour by hour, but enduring gloriously and finally retiring with the proud knowledge that by its superb endurance it had saved the day."

From No. 19 of "The Children's Story of the War."

* * *

A creditable and most interesting new volume of war interest is "The Navy in Battle," by Arthur Pollen who has for the past fourteen years been in close touch with naval problems. He is a brilliant writer and his articles in "Land and Water" on gunnery and tactics have caused wide comment. All the fights in the present war in which warships have been engaged are dealt with in this book with special attention paid to the engagement off the Falkland Islands and the Jutland battle.

* * *

"International Cartoons on the War" is a shilling book of the large flat size and includes the work of Raemaker, Dyson, Sem, Bakst and Haselden, all of whom have done war cartoons that have had almost universal praise.

* * *

In a book called "Revelations of a German Attache," by Emil Witte, late Councillor of the Legation at Washington, and connected with the German Foreign Office from 1898 to 1907, the author reveals much that throws light on German activities in the past two years.



Herewith is presented, through the courtesy of the Macmillan's, a half-tone reproduction of the noted authority on Russia and Russian topics, Stephen Graham, who has just given us a new book, entitled "Through Russian Central Asia."

A pamphlet has been brought out dealing with the Life and Exploits of the Unfortunate but Heroic Captain Fryatt, its publication being deemed a service due to humanity in view of the significance of his atrocious execution by the Germans.

* * *

Nothing more exciting and full of danger befell the despatch rider of wars gone by than the thrilling experiences of the khaki-clad despatch rider of the war of to-day, crouching low on his high-power motor cycle. Captain W. H. L. Watson, in his book, "The Adventures of a Despatch Rider," tells of his adventures in the retreat through Northern France, in the Battle of the Marne, and the thrilling pursuit to the Aisne, never-to-be-forgotten annals of British military annals. The book is really a moving panorama of the British army in Europe.

* * *

Wilson McNair is the author of another notable book of the war, "Blood and Iron: Impressions from the front in France and Flanders." It is an illustrated $2 volume, vividly picturing and graphically describing peaceful countries desolated and laid bare by a savage and ruthless foe.

* * *

Col. Swinton, who gave us that interesting book "The Green Curve," has written another new war book entitled "The Great Tab Dope." Col. Swinton is credited with having had a considerable to do with the origin of the wonderful "Tanks" that have wrought such havoc at the front to the undoing of the Germans.



NEW ISSUES OF SHEET MUSIC.

New music from the House of Joseph Williams, Ltd., London, contains these important selections: a simple pianoforte piece "Waltz-Melody," by Ernest Austin; Op. 54, No. 2, "L'Esperance," serenade by Felix Corgett; "Beethoven's Sonatas," No. 17 and No. 27 in the analytical edition edited, phrased and fingered by Stewart Macpherson; a pianoforte album, "Six Easy Pieces," by Frank Jephson—On the Hillside, The Tin Soldier, Minuet, The Irish Piper, A Country Dance and Harlequin; "Two Album Leaves," for piano, by Alec Rowley; and Jasper Graham's "Very First Violin Lessons," Op. 11, with tuneful piano accompaniments (No. 108 in the Berners' Edition); "A Mood-Phantasy," for piano, by Tobias Matthay; Op. 27, "Impromptu in F Minor," by Edith M. Saunders; "Country Life," a set of five easy dances for piano, by Ernest Newton, and three books of piano studies and pieces contained in the syllabus of the Associated Board of the Royal Academy of Music and the Royal College of Music, London, for 1917 local examinations.

T. D. Thompson, who has been with Chappell & Co., Ltd., since the opening of the firm's Canadian headquarters in Toronto, has returned to England where he will be connected with the house of Chappell in London. Mr. Thompson has made several trips for his firm through both the Eastern and Western provinces where he made many friends who wish him well in his new work.

A couple of types of the Brunswick Phonograph are now on display at the showrooms of the Brunswick-Balke, Collender Co., Toronto. These are the production of their own factory at Toronto, the cabinets being in mahogany.

The Brant-Ola Phonograph is the newest product of the Brantford Piano Case Co.'s factory. Since commencing the manufacture of cabinets this firm have been impressed with the possibilities of the phonographic field, hence the new one.

Edward W. Miller, whose song "The Call of the Motherland" was so popular at the beginning of the war, has written a new song entitled "They Heard the Call of the Motherland," which dwells on the part that Canada's sons have taken in the great struggle. A splendid marching tune, with a rousing chorus, it bids fair to exceed in popularity the previous song. Although the song has only been on the market a week or two a second edition has already been called for.

"There's a Corner of the Flag for You to Hold," by Jules Brazil, is another fine patriotic song just introduced by the Anglo-Canadian Music Co., which has been received with much favor and is now in the second edition.

"THE BROKEN DOLL"

"For if you turn away, you'll be sorry some day. You left behind—a broken doll."

Such are the concluding lines of a classic ditty that all stay-at-home Britons, as well as the Tommies in the trenches, are singing at present, says a London despatch. Called "The Broken Doll" and sung by a music hall favorite whose husband composed the raggy refrain, it is being blared out by every park and seaside band, every restaurant orchestra, and every gramophone and barrel-organ in the Kingdom.



The Alura talking machines are described in an illustrated list which comes from A. R. MacDougall & Co., who are introducing these phonographs to the Canadian trade. They have universal tone arms that can be adjusted to play either lateral or up and down cut records. The machines, of which particulars are given, are for retailing at $8 and $12.

The smaller machine takes records of the 6, 7 and 8-inch sizes, while the larger one plays the 12-inch records as well. The cabinets are of hardwood with grill front, and they are equipped with strong spring motors, which the makers claim to be accurately constructed and smooth running. Other features are the nickled winding crank, turned wood handles and four rubber feet.

NEW BOOK STORE FOR LONDON

Wendell Holmes, of recent years manager of the Mallagh Book Store, at London, has decided to begin business for himself, and will open on October 14 at 150 Dundas Street, just opposite the big store of Smellman & Ingram. Mr. Holmes has been in London for the past nine years, and before that he had been with Ryrie Bros., Toronto, in their stationery department, which position he took after several years' experience in the publishing house of William Briggs.

Constructive Plan to Assist Retailers

The Movement Formulated by the Ad. Clubs of the World to Standardize Business Systems and Render Tangible Assistance to Merchants—An Explanation From the President

RECENTLY, Herbert S. Houston, President of the Associated Advertising Clubs of the World, delivered an address before the Montreal Advertising Club, in which he outlined the remarkable movement that is now definitely under way to assist retail merchants in the matter of store systems. The movement is one of such importance that a resume of the address was received direct from Mr. Houston, and it is appended herewith:—

"A few days ago I drove out to the scene of the recent disaster at the Quebec Bridge. I gazed at that immense structure, impressed beyond words by the solidarity, the massiveness of it. But there was something lacking—the great middle span. From the ends of the other sections hung those great chains, broken and tangled, mute evidence of what had occurred.

"Now, the Quebec Bridge was all right. It was structurally sound. It was one of the great achievements of human brains and human hands of our time. But—in a casting of the lifting apparatus, away over on the southwest corner was a tiny flaw, not much, but sufficient to plunge that 5,200-ton mass of metal to the bottom of the St. Lawrence River.

"And that, to my mind, exactly illustrates the position of American (and when I say American, I mean North American) business to-day. It is structurally sound, and one of the greatest achievements of the successive generations. But in it there is a flaw, not large, but like the flaw in the casting of the Quebec Bridge, vital enough to weaken the whole structure.

"Business to-day is 95 per cent. sound. Only about 5 per cent. of it is dishonest and it is this 5 per cent. that the Vigilance Committee of Associated Advertising Clubs of the World and all good merchants seek to eliminate. This 5 per cent. is the rotten apple in the barrel.

Co-operation the Key to Honest Advertising

"It is co-operation amongst the allies that is winning this war. The co-operation of all of us is needed for our own task. The Advertising Club asks you all to help, merchant and manufacturer, jobber and clerk. It is with honest advertising that we are chiefly concerned. The value of our co-operation is well illustrated by a recent case. The Goodyear Tire Co. had spent $14,000 for some years in unsuccessfully trying to bring to book a dishonest manufacturer who always invoked the aid of the law by claiming that his big competitors were endeavoring to destroy him, the little fellow. The case was brought to our attention. In sixty days and at a cost of only $2,300, we had put that dishonest advertiser out of business.

A Convert

"But all the offenders are not dishonest. Some are only ignorant. The one we must prosecute; the other educate. Recently our attention was called to a case in Minnesota, a dry goods man, who was advertising an all-wool child's sweater at 98c. Our committee bought one and found it to be all shoddy. They called his attention to this fact. He informed them that he was running that business and would run it to suit himself. He would not listen to reason, so the committee invoked force. The merchant was prosecuted under a recently enacted Minnesota statute covering such cases and our point was made. But this story has a sequel. This merchant only required enlightening. The next year he came to our committee and asked to head the subscription list for the prosecution of untruthful advertising in his state.

The Flaw in the Structure

And this, just plain, simple honesty, is the biggest simple asset of our merchandising system to-day. Dishonesty is the flaw in the casting of the industrial structure. It is you, the merchant, the manufacturer, and we of the Advertising Club, who must establish confidence in the integrity of business so that we may compete against one another on a basis of quality of our service and our goods and not on the extravagance of our statements.

The Point of Contact

The attitude of the buying public toward the merchant and his statements must be altered. At present it inclines to be cynical and doubtful of them. By honest statements in our advertising we can and will alter this condition. Now, the United States Trade Commission, after a lengthy and impartial investigation, has found that the greatest weakness in the business structure is the inefficient accounting methods of the average retailer. In other words, the retailer is not a good business man in the modern understanding of that term. Think of it. At the point of contact with the ultimate consumer, the most important link in the business chain, this great weakness has been allowed to develop.

Business Records for Retailers

"It is to correct this condition that we have inaugurated the present campaign of introducing a system of scientific and simple Business Methods for Retailers. Data are now being collected on the actual working of the new system in the case of grocers, hardware dealers, boot and shoe dealers and jewellers. Eventually, all other classes of merchants will be reached. The list is being added to constantly. Some of the great colleges of the country, the U. S. Federal Trade Commission, the American Society of Chartered Accountants, are co-operating with us in preparing these systems which will enable the merchant at any time to tell just where he stands. The first pamphlets descriptive of the Business Records will be gotten out in the next few weeks and distributed to the trades concerned. A point about the systems is that they have been tested and proved.

Some merchants make the mistake of supposing business to be a proposition of one dimension, the margin of profit. They are wrong. There are two dimensions; the size of the individual profit multiplied by the speed of the turnover determines the total profits of the business.

W. H. Ingersoll, of the Ingersoll Watch Co., to whom is due great credit in working out our systems of accounting, tells of an interesting case he unearthed in his investigations. He asked a certain dealer how he kept his stock. 'Oh,' the dealer said, 'I keep the goods that move fast handy to the counter here and the rest of 'em in the back room.' And, he added in a burst of confidence, 'I don't have to go back there very often, you see, so it ain't worth while having them up close.''

Mr. Ingersoll asked him on which the profits were greatest. 'Oh, the goods at the back. Big profits in them, only I don't never sell none. There ain't much profit in them other goods up front, but when I keep handing 'em out all the time there is.''

"And that will be one of the chief objects of these Business Records—to show to an absolute certainty to the dealer just what goods give profits and what goods accumulate dust.''

At the conclusion of this notable address, the audience availed themselves of Mr. Houston's offer to answer any question asked.

WELDON ROBERTS RUBBER ERASERS

Supply your most critical customer with WELDON ROBERTS ERASERS and he will be pleased. Our large assortment of styles and sizes will meet all needs.

The name WELDON ROBERTS on RUBBER ERASERS is the guarantee of the *finest quality* obtainable.

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.

The "FULTON" Non-Blurring Wood Pad



(PATENTED)

No. 0—2½ x 3¼ in. No. 1—2⅞ x 4½ in.
No. 2—3⅓ x 6½ in.

BLACK RED BLUE GREEN PURPLE

The Only Perfect Way of Inking a Rubber Stamp

The superiority of the "Fulton" Non-Blurring Wood Pad over the felt pad is best demonstrated in this warm weather. The felt pad gets soft and "mushy" *but just the right quantity of ink will always flow through the open pores of the chemically treated wood to insure a clear, clean impression.* It offers a hard, firm inking surface which gives a perfect impression *every time.* Does not injure the stamp; unaffected by atmospheric conditions or wear. Pad is reversible, really two in one.

Your customers will appreciate your thoughtfulness in calling this pad to their attention and you will reap a very satisfactory profit.

FULTON SPECIALTY COMPANY

(Formerly Fulton Rubber Type Company)

128-142 FULTON STREET ELIZABETH, N.J.

In reply to the question as to what had been done toward effecting an organization for the pushing of the system outlined, Mr. Houston said: "A well organized selling organization has been formed by James W. Fisk, who trained the selling staff of the great Lord & Taylor store of New York. The possibilities of service to retailers in our idea so appealed to Mr. Fisk that he consented to take $2,000 a year less than he had been receiving from Lord & Taylor. He and his organization will work through the Advertising Club."

"Another feature of our work for retailers is the Short Course for Merchants, requiring one week. Frank Stockdale, formerly of the staff of System, gives six lectures in each town visited on the best merchandising practices of to-day. The success of these lectures is phenomenal. He has never yet lectured in a town which has not enthusiastically supported us since, so that he is now booked up until January. The Advertising Clubs of the towns visited have usually arranged to secure Mr. Stockdale, and up to date the clubs have financed the cost by the sale of tickets and courses to merchants and clerks. The charges are only nominal, and I do not know a club that has had to pay a cent out on this course. The headquarters of the Associated Advertising Clubs of the World are in Indianapolis, Indiana, and full details of the plan can be secured from P. S. Florea, the secretary there."

Asked as to how far the system was practical rather than theoretical, Mr. Houston said: "The Business Record System for boot and shoe dealers has been tried out for several months in Massachusetts. The book of instruction will be made up from the actual day to day experiences of men who have tried it. It will be couched in the simplest language. The society of chartered accountants have helped in all of our work and they stand ready at any time to help any merchant who solicits aid, at a reasonable fee."

In reply to the question as to what other classes of dealers would be helped, Mr. Houston said: "We started out with the grocers because everywhere there are grocers and the grocery trade appears to attract men of small capital and no previous training to an unusual degree so that it was obviously most in need of help. Eventually, we will place the systems before all retailers in the order of their importance as a class."

Warren D. Browne, the secretary of the Montreal Publicity Club, then asked whether or not the manufacturers were willing to render any assistance in placing the new system of bookkeeping before the retail trade. He remarked that one of the great difficulties the manufacturers had in distributing goods was that retailers were continually going out of business, particularly in the case of retail grocers.

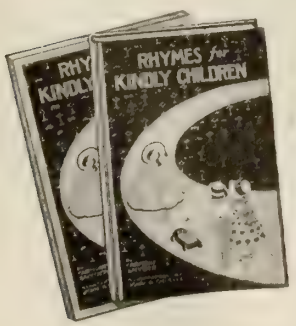
Mr. Houston said: "The big manufacturing concerns of the United States have promised their whole-hearted assistance in spreading our idea amongst their customers. They have promised to turn their salesmen loose to boost the systems in every city and hamlet. They call it the most constructive thing ever done for the retail trade of the country. Detailed information will be furnished to manufacturers and others by each local association to use on any particular branch of trade."

F. W. Stewart, manager of Cluett, Peabody & Co., Inc., for Canada, and president of the Montreal Publicity Association, and Frank H. Rowe, Canadian representative of the Executive Board of the Associated Advertising Clubs, then made brief speeches laudatory of Mr. Houston, and the constructive idea which the Associated Advertising Clubs are developing for the service of retailers.

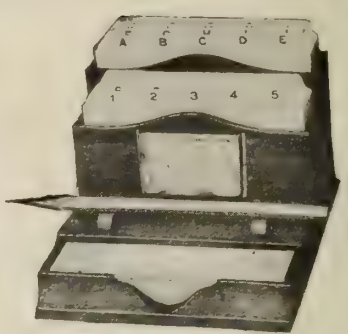
New Goods Described and Illustrated

PLAIN-BACKED PLAYING CARDS

Brand new playing cards that a big paper house is getting out are those with white backs. They are not to remain in this state of simplicity, but may be decorated in any way the purchaser may desire. The die which is used for the monogramed stationery can be used for a monogram on the cards which may be as elegant in this respect as may be desired—one or two colors, gold or silver, or a combination of the metal tones and colors. An advocate of black can have the monogram in black alone. Or one's summer home may be reproduced with a plate made from a photograph. These are some of the suggestions of the paper man. He sends out the cards with the plain white back and the purchasers can do the rest.—Geyer's Stationer.



Among the especially attractive books for children which the present season has brought forth is a volume entitled "Rhymes for Kindly Children," meritorious not only for the pleasing rhymes which it contains, but perhaps even more so by reason of the most pleasing illustrations in color.



DESK REMINDER.

An innovation in desk reminders is illustrated herewith, combining an indexed memorandum card holder, pen or pencil holder, and a calendar for ready reference. This is an introduction by the Polar Manufacturing Co., of Philadelphia.

A NEW MOISTENER

Beaching's Moistener is a new article which has just been introduced to the stationery trade by Kimpton, Haupt & Co., 53 Beekman Street, New York. The device consists of a glass water container and a rubber sleeve, eliminating the use of sponges, felts, springs, cylinders or wheels. There are openings in the rubber sleeve, surrounded by slight rings, so that all of the water does not return to the glass receptacle, but leaves on the surface a film of water just sufficient for the desired moistening results. This film of water is renewed instantly by pressure on the sleeve.

Remember the "Mixer" in RUGGLES OF RED GAP

THE thousands of readers who so abundantly enjoyed "Ruggles of Red Gap," will be a good deal more than pleased to know of this collection of stories by Harry Leon Wilson, about "the Mixer," the character that created so much mirth in "Ruggles."

Somewhere in Red Gap

By HARRY LEON WILSON

Author of "Ruggles of Red Gap," "Bunker Bean," etc

Illustrated. Net, $1.35

The stories all centre in Red Gap, Wash.; and "the Mixer" is the same delectable combination of tender-hearted woman and "hail-fellow-well-met."

All the stories are quite up to the mark set by "Ruggles," but perhaps the funniest here is the one in which "the Mixer" undertakes to stage-manage a promising love affair with the aid of sentimental music. "The Rosary" failed of its purpose in this case, but the servants of the household took to it mightily and whistled the tune to an extent disastrous to the Mixer's nervous system.

"Somewhere in Red Gap"

will brighten any dark day. People who read the first book will surely want this one, and it will be in strong demand as a Christmas book. It affords an exceptional opportunity to Booksellers.

THE KING PIN OF BEST SELLERS.

McCLELLAND, GOODCHILD & STEWART, Limited

266 KING STREET WEST - - - TORONTO, ONT.



SCOTCH HIGHLAND FLING



FRENCH MINUET



ENGLISH GODDESS DANCE

DANCE, FAVOR, AND PLACE CARDS

The house of Julius Bien, 156 Fifth Ave., New York City, has just introduced a series of new novelty cards, consisting of six sets of figures, representing the national folk dances. The subjects are double cut-out joined figures for each particular dance which, when opened, assume automatically the proper positions. These dancing dolls are used as place cards and favors.

POCKET CRIBBAGE BOARD

A pocket cribbage board that folds to a convenient size is a recent introduction by the Copp, Clark Co. It comes in leather and cloth binding designed to retail at 75c and 50c, respectively.

QUICK-DRYING INK PAD

The Cushman & Denison Manufacturing Company of New York have just put out a new automatic quick-drying ink pad, designed so as to eliminate the sticking of the cover to the pad, this being overcome by means of a little spring, which when touched causes the cover to spring open.

T. E. TUTTLE'S NEW POST

T. E. Tuttle, who has long been familiarly known to the Canadian jobbing trade in his connection with the ruler industry, has just taken charge of the ruler department of the Up-to-Date Advertising Co., of Canisteo, N.Y. Mr. Tuttle, by the way, has by reason of his experience both in making and selling all types of rulers, become a specialist in this industry. His many friends in the trade will join in wishing him success in his new field.

SOME NEW PENCILS

The "Canadian" lead pencil is a new 5-cent pencil, made especially by the Dixon Crucible Company in cooperation with their Canadian representatives, A. R. MacDougall & Co. It is a rubber-tipped pencil, of red, white and blue design; one half of the pencil being solid blue and the rest with red and white stripes formed by the octagonal sides. Other new pencils made expressly for the Canadian trade are "The Regent," "The Prime Minister," and "The Chancellor," the first-named being a hexagon pencil of green finish, coming in three grades, with rubber tip and five grades with tip, while the latter two, of maroon and yellow finish respectively, come in two grades, both with and without rubber tip.

Alexander Landsberg was a visitor in Toronto this month in the interests of the Elbe File & Binder Company, of which he is general manager. Mr. Landsberg in the course of a call on BOOKSELLER AND STATIONER spoke of the growing self-support of American manufacturing concerns and the consequent benefit to North American business generally as an outcome of conditions brought about by the war. This would continue after the war as well, he was fully confident. This is one of the many concerns who are alive to the importance of the growing Canadian market.

MEXICO

"The Mexican Review" is the name of a new periodical the first issue of which is dated October. It is published at Washington, D.C., and its object is to enlighten the American people in respect to the hopes, ambitions, beneficent intentions and accomplishments of the constitutional government of Mexico.

Randolph Wellford Smith, author of "Benighted Mexico," comes in for attention in this issue as follows:

"'Benighted Mexico'—This is the title of a book that has just been issued by Mr. Randolph Wellford Smith, and which is described as an 'absolutely impartial' statement of conditions in that country, which 'may make history.' The author alleges that he is a 'trained journalist' who has been a 'deep student . . . of Mexico's many sociological and humanitarian problems.'

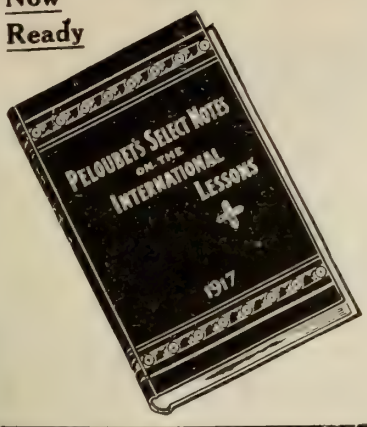
"Perusual of the work discloses one prominent fact—that Mr. R. W. Smith has never been in Mexico, has never met any of the revolutionary leaders, and knows nothing at first hand of actual Mexican conditions. Or if he may have made a personal study of men and conditions, he has succeeded most skilfully in concealing that fact. On the other hand, the book presents indisputable evidence to any trained writer of being a mere rehash of the most ultra sensational and untruthful newspaper reports regarding Mexico that have appeared during the last six years, as well as a most careful avoidance of anything that might serve to disclose the real nature of those reports and to convey a truthful conception of actual conditions. It would require a volume fully as large as Mr. Smith's work to point out the many errors of statement and conclusion, and it is not worth the effort.

"'Benighted Mexico' may be commended to the attention of all who desire to bolster up theri predetermined and erroneous ideas regarding that country. But those who wish to obtain even a modicum of truth in that connection should give it no heed."

Walter Hale and his wife, Louise Closser Hale, have recently returned to France. Mr. Hale, who is the author of "By Motor to the Firing Line," was with the armies of Northern France a year ago, in company with Owen Johnson and Arnold Bennett. He is to visit the front in the Verdun sector and south of the Somme, while Mrs. Hale is to write a series of articles on the economic situation in the small towns familiar to them after many years of motoring in France.

Cosmo Hamilton, the author of "The Sins of the Children," wrote his first novel at the age of twenty-one, and it was accepted by the first publisher who read it. In five consecutive years there was never a time when one or more of his plays was not running on the London stage. "The Blindness of Virtue" is his best-known play in this country, where Mr. Hamilton now resides.

Now Ready



SUCCESSFUL TEACHERS USE

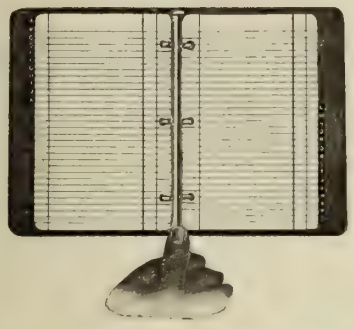
PELOUBET'S SELECT NOTES

finding in them a wealth of explanation, suggestion, illustration—in fact, material of all kinds needed to instruct and hold the attention of their classes. This help is given in the most concise, practical form so that it is easily imparted to others, making the lesson hour one of pleasure as well as profit to the pupils.

Send for Free Sample Pages and note how clearly yet concisely the scripture text is explained and illustrated.

CLOTH, 384 PAGES, $1.15 NET, POSTPAID $1.25.

W. A. WILDE COMPANY, BOSTON, MASS. CHICAGO, ILL.



LUCKETT'S STERLING LINE

MADE-IN-CANADA

Loose-Leaf Goods

The above statement means exactly what it says. We actually make all of our loose-leaf goods in Canada. Our metals are not imported and assembled here. Our entire product is CANADIAN. The only things we import are the items in Raw Material that cannot be secured in Canada suitable for our purpose.

WHY SELL IMPORTED GOODS?

when you can get them made here—by a Canadian Company—equal in quality, and in many instances superior, at prices that are more favorable.

Our product has been on the market only one year, yet it is on sale in stationery stores, large and small, in every city and in most of the towns throughout the Dominion. THERE ARE GOOD REASONS FOR THIS. Here they are:

QUALITY — SERVICE — PRICE

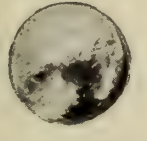
We can supply practically anything you want—Memos, Ring Books, Note Books, Ledgers, Post Binders, etc.

If you haven't our Catalog and Supplement "A," ask for them at once. If you haven't a stock of goods for fall trade and holiday sale send your order in. Our prices are right.

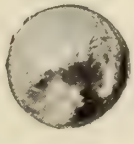


LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria St. Dept. S Toronto, Ontario



TOY MARBLES



A. & L. BRAND

High in Quality **Low in Price**

Write for booklet with bottom prices to jobbers.

ALBRIGHT & LIGHTCAP CO.

RAVENNA, OHIO, U.S.A.

The Possibilties of Waxed Paper

Sale May be Widely Extended—Stationers Should Proclaim its Manifold Merits

WHILE waxed paper has been used for many purposes ever since it came into existence, it is as a protective covering for food that it is now best known. The pure-food movement has given a tremendous impetus to the waxed-paper business. In the case of food it is certainly most imperative that what is inside should be kept in, and that what is outside should be kept out.

Thus it has come about that almost every article of food from a caramel to a shoulder of beef is provided for in the manufacture of waxed paper, the most suitable size and quality being obtainable for each one. Besides keeping the foods pure, it prevents waste, because things do not stick to it, and greatly facilitates the handling of them.

Why should the housewife not find the use of waxed paper as advantageous as does the man whose chief thought in regard to foodstuffs is the deriving of profit therefrom? It seems somewhat strange that at present the household use of this article is almost entirely negligible. This may be due in part to lack of knowledge on the part of the housewife as to the valuable service it is capable of rendering, but must also be attributed, like so many other things which are not as they should be, to a want of understanding between producer and consumer.

The manufacturer of waxed paper has seen no indication that it would be profitable for him to give any particular thought to the needs of the housewife, and she has used little or none of his product because it has been impossible for her to buy it in a form that was profitable to her. The few flimsy sheets which she has been able to buy for five cents she has regarded as a luxury and not as a serious need of her establishment. When she begins to be critical she will demand that, if she gets no more in quantity for her five cents, the article shall at least be a real "protective coating" of paraffin, and not merely thin paper waxed enough to make it semi-transparent.

One manufacturer, who aspires to being an educator of the housewife, has, after some study, produced a roll of waxed paper for her use which he says should last the average family a year. The paper is heavier than that usually sold in the small packages, there is a cutter attached, and the whole will be retailed for a little over a dollar. With a generous supply like this at hand, there should be no passing of flavor from one article of food to another.

Nature has strangely ordained that some of the most delectable of foods, like the cantaloupe, for instance, should annoy us exceedingly by their odor during their progress to the table. Wrapped in waxed paper, the cantaloupe may inhabit the refrigerator without danger of injury to its neighbors there.

Even the necessary onions may also be rendered harmless by such a covering, while the freshness and flavor of unaggressive articles, such as sandwiches, cake and butter, can be preserved by the same means. Portions of the larger fruits, such as melons and grape fruit, or the slices of lemon that have been left from afternoon tea, are other things that can be kept fresh by waxed paper, while the problem of preserving in a palatable condition the roast of meat or fowl which has not been entirely consumed at its first appearance on the table may be solved in the same way.—*Housewives League Magazine.*

Holiday Lines

Ivory Goods Growing in Demand—Japanese China —Brass Goods From Shells—Hand Bags Are Smaller

DESPITE the difficulties of obtaining ivory, toilet articles of that material are shown in much greater numbers than in anything else. Ebony goods have a demand and some tortoise shell also, but ivory is fashion's decree.

The usual articles, some in slightly new designs, are shown—brushes, mirrors, trays, jewel boxes, hair-receivers, candle-sticks, combs, picture frames, etc. One new jewel-box is shaped like a square piano with Louis XIV. legs and hinged lid. Some sets are hand-painted in dainty pale colors, or elaborately ornamented in gold or silver, with enamel.

Fancy China

Japanese hand-painted china is being shown in considerable quantities for the Christmas trade. Many pieces have Japanese designs, while others are in imitation of the English and French patterns or the regulation floral designs. The quality of both china and painting is very commendable.

In other lines, a novelty noticed in one house was in nut bowls, which had painted designs of nut-tree branches and to make the nuts more life-like, the china was raised in the natural shape and size of the nut painted on it. Acorns, walnuts, almonds, and peanuts were among the deceptions.

Brass Articles from Shells

It is very probable that brass articles, particularly in the smaller pieces, will be in demand for Christmas trade. Fern dishes, correspondence requisites, crumb trays, etc., come in various designs. A dinner gong noticed was mounted on a real six-inch shell. Other novelties either made of shells or with shells for base, are new and selling well.

Large leather bags seem to have gone out completely. The medium sized pouch bag and hand-strap purse hold the field just now, so far as leather goods are concerned. The dull pin-grained seal and morocco are leathers most in use. These are very suitable for the soft fancy pleated effects that are seen so much. Art-craft work of dull colored leather appliqued to black leather and with dull brass trimmings, adds a novel touch to some of the higher priced bags. These retail at from eight to fifteen dollars.

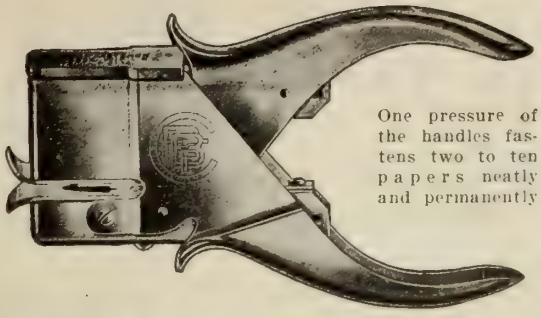
A neat little black moire bag in one collection had three little frills around it, suggesting the crinoline skirt, and was very quaint.

Buffed llama calf; grey, navy, brown, or green beaver calf, crepe grain seal, and "Falkland" leather (a fancy grey), are some of the new finishes given to leather which make the bags very attractive and to match costumes.

Richly beaded bags are very popular this winter, but it is thought that the strap-handle purse will come in stronger than any other line before the season is over. All bags are lined with silk in floral and fancy stripe effects.

In the special lines, a new idea is expressed in the dressing bags for ladies. These are of leather, silk lined, with draw-cord top. A round mirror forms the "floor" and in the sides are many pockets fitted with ivory toilet articles: brushes, comb, tooth brush, soap box, tooth powder box, talcum box, and manicure fittings.

Men's leather collar bags have stationary round boxes inside, with spring covers, for buttons. Ivory manicure sets are done up in leather cases, so are collapsible drinking cups.



One pressure of the handles fastens two to ten papers neatly and permanently

BUMP Newest and Best Paper Fastener Easiest to Sell

Get a supply in stock and be prepared for the demand resulting from our extensive magazine advertising.

Push the Bump Fastener—the 20th century office necessity. There's a good margin of profit in it for you.

BUMP PAPER FASTENER CO.
LA CROSSE, WIS.
Canadian Agents: W. J. Gage & Co., Limited.

Original English Edition

Nineteenth Century and After
Fortnightly Review **Contemporary Review**
Blackwood's Magazine
Quarterly Review **Edinburgh Review**

The Reviews published in America by this Company are the **original English editions**, printed by the English publishers. They are identical in every way with the costly English editions, but are offered to the American and Canadian public at **about half the price** charged abroad.

The War Articles

published in these Reviews are the strongest and most notable discussions of this great world-conflict available in print. In the most literal sense these discussion are timely and authoritative.

Blackwood's Magazine

during the War has set a new standard, both for itself and as a general magazine. Its stories and articles are of living interest, and of rare and unusual quality.

These publications are absolutely indispensable if you would keep in close touch with contemporary English thought on the War.

Canadian Subscriptions

Nineteenth Century and After, Fortnightly Review, Contemporary Review; any one $4.85; and two, $9.20; the three, $13.00. Single copies, 50 cents. Quarterly and Edinburgh Reviews; one, $4.15; the two, $7.80. Blackwood's Magazine, $3.35; with one quarterly, $7.00; with two, $10.85. Single copies of the Quarterlies, $1.30 each. Single copies of Blackwood's, 35 cents.

Leonard Scott Publication Company
249 West 13th St., New York

A SOLDIER'S DIARY

NEW EDITION

NOW READY FOR SALE

Running for 12 months.

Limp leather cover, Crest stamped in gold.

Fits the tunic pocket.

Can be had with Maple Leaf Crest, Artillery Crest, Army Service and Engineers' Crest.

Price $6.00 doz.

F.O.B. Montreal

Every soldier should have one.

Every soldier will want one.

Large sales have been made already.

PUBLISHED BY

GEO. CLARK

128 BLEURY ST. - MONTREAL

Don't hesitate to order. This is a real line

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

OCTOBER, 1916 Vol. XXXII—No. 10

YOU remember the *Holiday Book Section* which was so distinctive a feature of the November "BOOKSELLER AND STATIONER" last year.

* * *

A similar but stronger section of the same nature will be bound in the November issue this year.

* * *

It will combine reading matter featuring the strong points and the suitability of Books as Christmas Gifts with announcements by the principal publishing houses, telling of the best books available this year.

* * *

This section will consequently be a valuable guide for both the retail booksellers and their customers. Probably its greatest merit will be the use to which the booksellers can put it in actually creating sales of the books which will be dealt with in the publishers' announcements which it will contain.

* * *

AN OPPORTUNITY

Arrangements have been made to again supply retail booksellers with copies of this section to be mailed out to their customers as a holiday book list.

* * *

It will be printed in red and green and will be so artistically gotten up that its influence, co-operating with the good books which it will feature, will naturally promote many sales of books for the booksellers who take advantage of this opportunity.

* * *

DO NOT PROCRASTINATE

Orders must reach BOOKSELLER AND STATIONER by November 1 in order to assure getting a supply. The price will be $1.50 per 100 copies. (Fill out and mail this order while this is before you.)

Date.....

BOOKSELLER AND STATIONER,
143 University Ave.,
Toronto, Canada.

Send.....hundred copies of SPECIAL HOLIDAY BOOK SECTION as appearing in BOOKSELLER AND STATIONER at $1.50 per hundred to

Bookseller.....

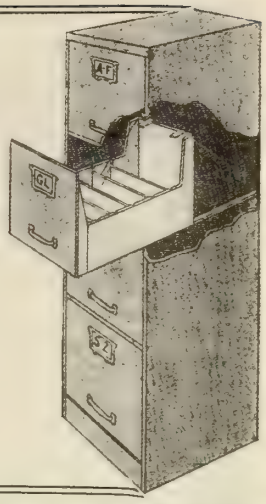
Address.....

TROUT DIRECT FILING SYSTEM

COMPLETE STEEL

SAVE 50%

NO CARD INDEX OR ROD AND FOLLOWER BLOCK REQUIRED—
REMOVABLE METAL PARTITIONS.



AMERICAN STEEL FURNITURE CO.
119 South 4th Street, Philadelphia, Pa.

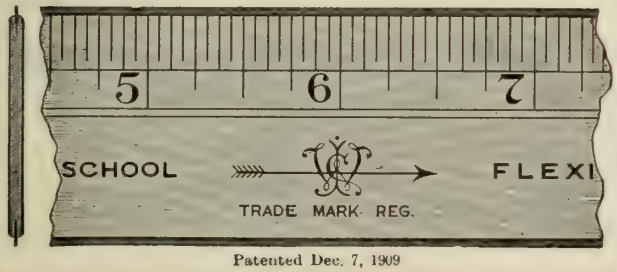
SPENCERIAN STEEL PENS

Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.



Patented Dec. 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

CARTER INX

Quality Products

embrace a line of inks, mucilage and paste which is unequalled. It insures a steady profit from your best trade, and does away with all dissatisfaction.

MADE IN CANADA

The Carter's Ink Co.

356 St. Antoine Street **Montreal, Que.**

GET THE BEST! BLOTTING PAPER

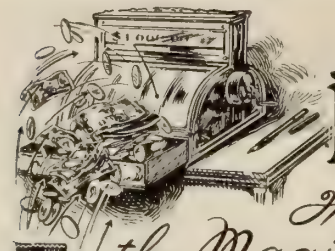
MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet **Columbian** **Lenox** **Arlington** **Wavelet** **Housatonic**
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



MAKE FOUNTAIN PEN PROFITS WITH The Pen with the Magic Button



Buying right insures good profit. Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

The "A.A." Self-Filling Fountain Pen has gained great popularity with the Canadian public, for it never falls short of its advertised merits. What is popular is profitable, and for this reason you should carry the "A.A. Line."

Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
36 THAMES ST. NEW YORK CITY

Not connected with the L. E. Waterman Co.

Most people prefer

STANDARD BRAND BLOTTING

because of its uniformly good quality. Its smooth, firm finish gives a true indication of the high-grade materials used in the manufacture of Standard Blotting, while the service it renders is such as will give entire satisfaction to the most particular.

Order a stock from the following lines: "Standard," "Imperial," "Sterling," "Curi-Curl," "Prismatic," "Royal Worcester" and "Defender" (Enameled Blottings).

Every one of them will sell readily.

Standard Paper Mfg. Co.
World's Largest Producers of Fine Blottings
Richmond, Va., U.S.A.

Offer these *First*



No. 51—$1.50. The most practical and popular single inkstand on the market

The Stationer occupies an important position in the business community. Not only is his store, as a business, one of the important factors in the city, but his opportunity to advance the interests and raise the standards of efficiency of his fellow business men is great.

Most men are unfamiliar with office equipment, the use of which would make money for them. This is because their minds are occupied with larger matters, and they take no notice of details. So the stationer or office supply man finds a splendid field for his services, as "guide to efficiency."

When an office boy or a clerk, or the head of the house, himself, asks for "An inkstand," that is the stationer's opportunity. Offer a "Sengbusch" first, and show that, because it automatically closes air tight after every dip of the pen, making it absolutely dust-proof and non-evaporating, it is more economical for him to pay the price asked for a really efficient inkstand, than to pay less and waste ink, pens, time and worry.

Write us to-day for our profitable proposition on this highly efficient office specialty—ask for the attractive circulars and "free trial" mailing cards, which are furnished gratis with your imprint—window display cards, etc.

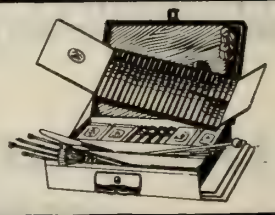
SENGBUSCH SELF-CLOSING INKSTAND CO.
200 Stroh Building, Milwaukee, Wis., U. S. A.

Jost "Elite" Cards and Art Calendars

Private Greeting Cards.
Xmas Greeting Cards.
Hand-Colored Photo Art Calendars.
All Cards Photo-Engraved and Hand-Colored, from Original and Exclusive Designs.
Correspondence solicited from interested parties.

J. H. JOST, - Halifax, Canada

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng
A. RAMSAY & SON Co.
ESTD. 1842. MONTREAL.

Made in America *Made in America*

All *Eberhard* Faber products are made in America. *All* Eberhard Faber products were in the prize winning collective exhibit at the Panama-Pacific Exposition, notably

THE VAN DYKE DRAWING PENCIL NO. 600

which was awarded a *Gold Medal.* Made in 15 degrees—6B to 7H. Yellow polish, hexagon.

THE VAN DYKE ERASER NO. 6000

also received a *Gold Medal*—the highest possible honor. Made in 10 sizes, viz., 4, 8, 12, 16, 20, 24, 30, 40, 60 and 72 pieces to the box.

Samples and information to dealers upon request.

EBERHARD FABER - NEW YORK

Oldest Pencil Factory in America

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

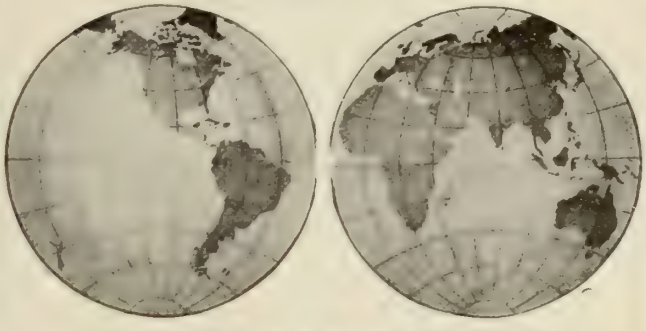
Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

WORLD



BLOTTING

—recognized everywhere as the standard of quality in high-grade blotting paper. Leading dealers in all parts of Canada and the United States find "World" Blotting a real profit-maker. So will you.

"World" Blotting is made entirely from best quality cotton rags, and the many different colors make attractive displays easy, and results certain.

How about a window display of "World" Blotting?

The Albemarle Paper Mfg. Co

RICHMOND, VA., U.S.A.

F. SABEL & CO.

MILL, SOUTH OF ENGLAND

FACTORY, 35 AND 37 UPPER THAMES ST., LONDON, E.C. (Eng.)

Makers of: Tissues, Copyings in reams and reels; Typewriter Banks; Waterproof Papers; Waterproof Tubes and Vessels; Gummed Tape; Stay Paper; Oil Papers; Chemical Copying Papers; Paper Twine.

SPECIALTY—ALL KINDS OF CHEMICAL PAPERS

Majority is Power

Majorities elect presidents, decide wars, and, in the case of writing papers, bring profits to the dealer who features

HIGHLAND LINEN

because it is the paper that the great majority buys.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

Let the Moore Push-Pin Girl Sell For You.





This clever little sales girl, appearing in leading magazines, is creating a wonderful demand everywhere, and big profits for you.
We will send one for your Counter FREE.

Moore Push-Pins
Glass Heads, Steel Points



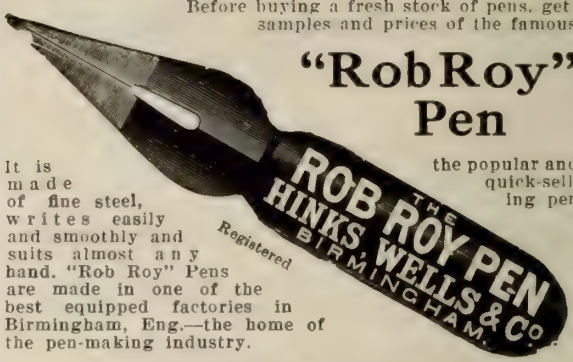
Moore Push-less Hangers
The Hanger with the Twist

Our advertising appropriation has been increased many thousands of dollars to quickly move these popular and profitable Moore Push devices.
Sold in handy 10c. packets.
Free samples, Booklets, Prices on Request.

Moore Push-Pin Co., 117 BERKLEY ST. PHILADELPHIA, PA.

Before buying a fresh stock of pens, get samples and prices of the famous

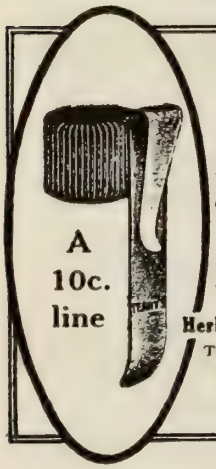
"Rob Roy" Pen



It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

the popular and quick-selling pen

Manufactured by the proprietors:
Hinks, Wells & Co., Birmingham, Eng.



TERRY'S
Pat. and reg'd.
Pen or Pencil Clip

—we want you to write for details of this splendid seller —for after war trade.

It is British—send now for samples and prices.

Herbert Terry & Sons, Limited
The Spring and Presswork Specialists
REDDITCH, ENG.

A 10c. line



For 60 years we have been making all kinds of springs. Send for list and get ready for after-war trading.

A Circus When You Pull the String
POSITIVELY ANIMATED
The Jugging Clown
Retail 50c.

(Patent Applied for) MADE-IN-CANADA
BRAND NEW and a BIG HIT!
Book your orders early
J. McCART 98-100-102 Jarvis St. TORONTO, CANADA

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by

IDEAL SPECIALTIES MFG. CORP.
NEW YORK

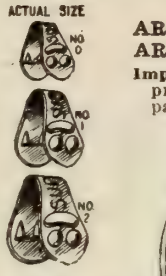
A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

ACTUAL SIZE



SEE THOSE PRONGS?

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

EXPERIENCED CLERK FOR BOOK AND Stationery Store. State experience, salary wanted and give references. Cloke & Son, Hamilton, Ont.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

DEALERS WANTED.—BOOKSELLERS AND stationers can add a profitable new line by featuring Japanese prints. Get further particulars by communicating with "Jap-Art" c/o Bookseller and Stationer, 143 University Ave., Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.

POSITION WANTED

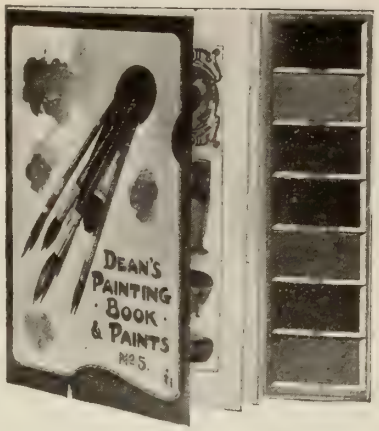
POSITION WANTED BY EXPERIENCED traveller acquainted with the book, stationery and fancy goods trade of Ontario. Have good knowledge of school and library work. First-class references. Address Traveller, care of Bookseller and Stationer.

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

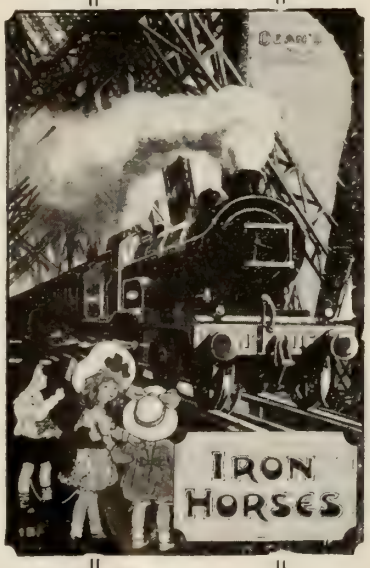
The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.







DEAN & SON

LIMITED

160A FLEET STREET,

LONDON,

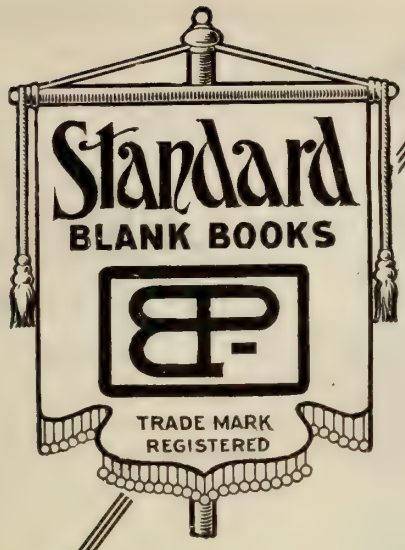
ENG.

We have in stock a very extensive range of Children's Toy and Picture Books, both paper and cloth. We can also supply a fine selection of Painting Books.

Our celebrated line of Rag Books is having a larger sale than ever, and we would bring to your notice our line of

PAINT BOXES
DRESSED DOLLS
DRAWING SLATES
RAG DOLLS

If you are interested, write to us for catalogue and terms.



Upheld By Reliability

"Standard" Blank Books and Loose Leaf Devices

Worth while profit to you, unbeatable quality to your customers

Dealers find it profitable to handle the "Standard" line, which embodies all the latest time-saving ideas and is a recognized line for high quality and reliability.

Standard Blank Books and Loose Leaf Devices

are absolutely unbeatable for masterful workmanship.

Build up your reputation on the *"Standard"* line which has recognition everywhere.

Boorum and Pease Co.

Makers of "Standard" Blank Books and Loose-Leaf Devices

Home Offices: Front St. and Hudson Ave., Brooklyn, N.Y.
Factories: Brooklyn, N.Y. St. Louis, Mo.

Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Limited, Toronto, Can.
McFarlane, Son & Hodgson, Limited, Montreal, Canada



THE BIG SELLER

NOW READY

AND PUBLISHED BY

GORDON & GOTCH, Limited

136 BAY ST. - TORONTO, CAN.
15 ST. BRIDE ST., LONDON, ENG.



"May I book your order, Mr. Stationer?

Caribonum
Carbons and Ribbons

mean increased turnover, greater profits and permanent customers.

Write to me about it and our advertising scheme, at

Caribonum Company, Ltd.
54 Wellington Street East, Toronto."

Truly British,
Carbon Bonnie

ADVERTISING INDEX

A

Anglo-Canadian Music Pub. Ass'n..... 79
Albemarle Paper Mfg. Co. 71
Albright & Lightcap 65
American Lead Pencil Co. 12
American Steel Furniture Co. 69
Allen, Thos. & Co. 18, 19

B

Barton's 22
Bien, Julius 24
Boorum & Pease 75
Blackie & Sons, Ltd. 23
Brown Bros. 2
Briggs, William 26
Bump Paper Fastener Co. 67
Broadway Novelty Co. 78
Buntin, Gillies & Co. .....Back Cover

C

Cassell & Co. 4, 5
Copp, Clark Co. 6, 7, 8
Carter's Ink Co. 69
Canadian Facts Publishing Co. 80
Caribonum Co., Ltd. 76
Clark Bros. 29
Chambers, W. & R., Ltd. 22
Clark, Geo. 67

D

Dawson, W. A. 10
Dean & Son 74

E

Esterbrook Steel Pen Co. 13
Eaton, Crane & Pike Co. 72
Eaton, Dikeman Co. 69
Elbe File & Binder Co. 79
European Post Card Co. 24

F

Faber, Eberhard 71
Fulton Specialty Co. 61

G

Gale Polden 79
Gundy, S. B. 10
Gilbert, A. C., Co. 17
Goodall's Playing Cards 1
Gordon & Gotch 76, 22
Globe Wernicke Co., Ltd. 24

H

Hurst, A. O. 1
Heale, J. A. & Co. 78
Heath, John & Co. 77
Higgins, Chas. M. 61
Hinks, Wells & Co. 72
Hodder & Stoughton 11

I

Ideal Specialties Mfg. Corporation 73
Imperial News Co. 27

J

Jost, J. H. 70
Lucas Tuttle Mfg. Co. 79
Luckett Loose Leaf Co. 65
Kimpton, Edward Co. 78

M

Mittag and Volger.....Inside back cover
McFarlane Son & Hodgson, Ltd. 79
Meyers, Fred J., Mfg Co. 79
McCart, J. 72
McClelland, Goodchild & Stewart..14, 15, 62
MacDougall, A. R. & Co. 20, 21
McKinley Music Co. 71
Musson Book Co. 24, 25
Menzies & Co. 16
Merriam Co., G. & C. 13
Modellit Mfg. Co. 13
Morden Mfg. Co. 79
Morton & Co. 27
Moore Push Pin Co. 72
Morton Phillips & Co. 78
Monarch Paper Co. 78

N

National Blank Book Co....Inside back cover
Nelson, Thos. 12

O

Osborn Mfg. & Novelty Co. 79

P

Paine, W. S. 28
Packard Bros. 78
Pitt, Irving Co. 3
Pugh Specialty Co. 20

R

Ramsay & Son Co., A. 70
Rockhill & Vietor 77
Rolland Paper Co., Ltd...Inside front cover
Rotary Photographic Co., Ltd. 28

S

Standard Paper Mfg. Co. 70
Sabel, F., & Co. 71
Sanford Mfg. Co. 84
Smith, Davidson & Wright 13
Spencerian Pen Co. 69
Stationers' Loose Leaf Co. 78
Stafford's Inks, S. S. .....Inside back cover
Sanford-Bennett Co. .....Front cover
Scott, Leonard, Publication Co. 67
Sengbusch Self-Closing Inkstand C ... 70

T

Terry, Herbert & Son 72
Tatum Co., The Samuel C. 32

U

Up-to-Date Mfg. Co. 78
U. S. Playing Card Co. 9

V

Valentine & Sons United Pub. Co. 30

W

Waterman Co., A. A. 70
Wilson-Jones Loose Leaf Co. 78
Waterston, Geo. & Sons 28
Weldon, Roberts Rubber Co. 61
Wescott Jewel Co. 69
Wilde, W. A. 65
Wycil & Co. 78

HOLD THE LINE



(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal

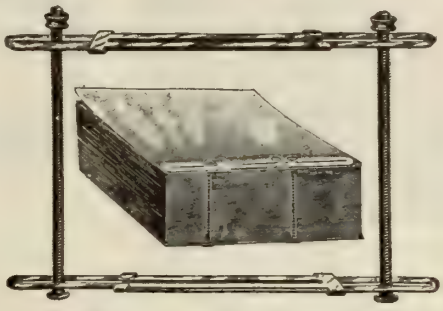
London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

To everyone who uses a Loose Leaf System you can sell the

"F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.

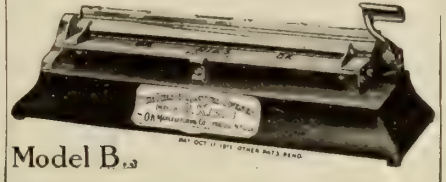
THE WASHBURNE "O.K." PAPER FASTENERS



The Washburne "O.K." Paper Fasteners are **easily put on** or taken off with the thumb and finger; can be used repeatedly and *"they always work."* Brass in brass boxes of 100 fasteners each. **Holds with a Sleeve Protected Point that Pierces**
Attractive, Compact, Strong, no slipping — never!!
On in a flash — "Bull Dog" grip

THE RIES "O.K." LETTER OPENER

75% Time Saved — Handy — Easy to Operate
No Adjustments — Always in Order
Guaranteed Two Years
Hand and Electric Driven Power Machines



Model B

The Ries "O.K." Letter Opener has the advantage of few parts. It removes only ten one thousandths of an inch from the envelope, therefore, the liability of cutting enclosures is virtually impossible. Made in 3 sizes, each size adapted to easy handling for desk use, average weight 6 lbs.

THE SANITARY "O.K." ERASERS

The Most Practical Erasers for Everybody



The Sanitary "O.K." Eraser includes an **Adjustable Metal Holder** which keeps Rubber **Clean, Firm and Keen-edged;** *works better and lasts longer.* Two Rubbers are made, one for Typewriter and Ink, one for Pencil. **By slight pressure clean Rubber is fed down until used;** its narrow edge allows a letter or a line to be erased without injuring another.

GOLD MEDAL AWARDS! PANAMA-PACIFIC INTERNATIONAL EXPOSITION

These products wherever shown, receive the highest endorsement whether at expositions or in the offices of business men.

"O.K." Products are high grade and universal sellers—We control all patent rights.

Full particulars, illustrative and descriptive literature on request. *Liberal Discounts*

O.K. TRADE MARK REG. U.S. PAT. OFFICE

THE O. K. MFG. CO., SYRACUSE, N.Y., U.S.A. SOLE MAKERS

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 412 King St. W., Toronto

Packard
BROTHERS

MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company

85 Fulton Street, New York City

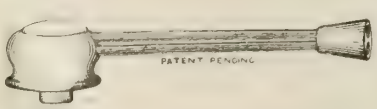
carry a large stock of

German, French, Spanish and Italian Grammars

of the

Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade



Wonder Soap Bubbler

Blows Double, Chains, Clusters, Etc.
INDESTRUCTIBLE. PROFITS 80% to 100%
Write for Samples and Prices
BRADWAY NOVELTY CO.
1 West Broadway, - NEW YORK CITY



The STANDARD Memorandum Calendar

The best and most popular on the market.

Write for prices, etc.

Edward Kimpton Co.
Wholesale Stationers
60 John St. New York

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.
The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
Menzies & Co., Limited, Toronto.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Birn Bros., 266 King St. W., Toronto.
British-Canadian Publishing Co., 35 Church St., Toronto.
J. H. Jost, Halifax, N.S.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.

CODE BOOKS.
The American Code Co., 83 Nassau St., New York.

CRAYONS.
Binney & Smith, New York.

EYELETTING MACHINES
Elbe File and Binder Co. New York, N.Y.
Ideal Specialties Mfg. Corporation, 562 Pearl St., N.Y. City.

ENVELOPES.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Menzies & Co., Limited, Toronto.

ERASERS.
St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.
Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.

School and Desk Rulers

"The Up-to-Date Line." A complete line for the school supply dealer and stationer. Write for samples and prices to Dept. B, Up-To-Date Advertising Co., Canisteo, N.Y.

T. E. TUTTLE, Mgr. Ruler Dept.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.
342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

Commercial Publications

HUGHES' INTEREST

MATTE'S INTEREST

BUCHAN'S EXCHANGE

IMPORTERS STERLING ADVANCE TABLE

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

BUYERS' GUIDE

SCHOOL RULERS

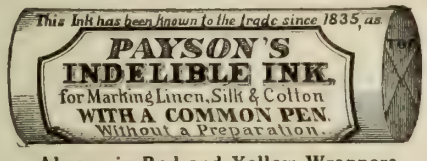
A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.
Silver Springs, N.Y.

Payson's Indelible Ink

For Marking Clothing, Linen, Etc.



Always in Red and Yellow Wrappers

Established over 80 years

Sold by all Druggists and Stationers in the Dominion

Gale & Polden

have now issued an exceedingly High-Class Brochure illustrating in color and reproducing in miniature all cover designs of their Titles in

CHILDREN'S PICTURE AND STORY BOOKS

Every Buyer interested in Children's books should send for copy at once.

Gale & Polden, Ltd.
2 Amen Corner
LONDON, E.C. (ENG.)

ELBE

AUTOMATIC, SELF-FEEDING
EYELET MACHINE

The only Hand Device that DOES the WORK

Punches the Sheets, Feeds the Eyelet, Binds the Papers, all in one Operation.

Ask for catalogue and discount.

ELBE FILE & BINDER CO.
97 Reade Street New York, U.S.A.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
D. Harper & Co., 258-262 Holloway Road, London, Eng.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

MILITARY SPECIALTIES

Geo. Clark, Southam Bldg., Montreal, Que.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Bump Paper Fastener Co., La Crosse, Wis.
Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
D.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

SCHOOL AND OFFICE RULERS

Lucas-Tuttle Mfg. Co., Silver Springs, N.Y.
Wescott-Jewell Co., Seneca Falls, N.Y.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers, Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Smith, Davidson & Wright, Vancouver, B.C.

LIGHTNING AUTOMATIC

Numbering Machine



A Modern Machine
Absolutely Accurate
Mechanically Perfect with
All the Features of other
Standard Machines and at
Half the Price
Self Inking—Dust Proof
All Three Movements
Consecutive, Repeat, Duplicate
Six Wheels 1 to 999,999
Guaranteed Prepaid **$3.00**

123456 **Osborn Mfg. & Novelty Co.**
105-7 Chambers Street, New York

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade. Manufactured Solely by

THE MORDEN MFG. CORPORATION
Waterbury, Conn.

PATRIOTIC SONGS

are still in active demand. There is good profit in them. We supply the following at 8c.

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. Over 100,000 copies sold	15c
By Order of the King. A new song by the same composers. 16,000 sold	15c
I'll Not Forget You, Soldier Boy. A very popular new song. 4th thousand	15c
Our Own Canadian Boys. 3rd thousand	15c
Soldiers of the King. 50,000 sold	15c
Call of the Motherland. 10th thousand	15c
There's a Fight Going On. 7th thousand	15c
You Bet Your Life, We All Will Go. 2nd thousand. New	15c

NEW

Canada, Fall In	15c
On to Victory	15c
There's a Corner of the Flag for You to Hold	15c
Kiss Your Soldier Boy Good-bye	15c

ANGLO-CANADIAN MUSIC CO.
144 Victoria Street, Toronto, Ontario



Christmas Card Buyers
Should not fail to order
WM. RITCHIE & SONS
Limited
of Edinburgh, Scotland
CANADIAN SERIES

Samples in the hands of the principal jobbers, or write A. O. HURST, 32 Front Sreet West Toronto

McFarlane Son & Hodgson, Limited

Wholesale Stationers and Paper Dealers

14 St. Alexander St. - Montreal

TICKET and CONDUCTOR PUNCHES
the best made
The Fred J. Meyers Mfg. Co.
HAMILTON, OHIO, U.S.A.



MACLEAN'S *for* NOVEMBER

WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across" — how Canada markets her wheat.

H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

CONTRIBUTORS:

Arthur Stringer
Arthur E. McFarlane
Robert W. Service
Peter McArthur
Betty Thornley
H. F. Gadsby
Hopkins Moorhouse
H. M. Tandy
Hugh S. Eayrs
C. W. Jefferys
J. W. Beatty
Harry C. Edwards
E. J. Dinsmore
Lou Skuce
Henry Raleigh

BOOKSELLERS:

You can surely sell this fine issue on the strength of its contents, contributors and all-Canadian character. The November MACLEAN'S is being widely advertised in the newspapers of the country.

The trade-mark that makes "come back" customers

You can count

on increased customer confidence when you sell the

M. & V. TYPEWRITER RIBBONS AND CARBONS

The **permanency, durability, cleanliness** and **economy** of these lines make a winning appeal to every efficient executive. A first purchase of M. & V. Typewriter supplies is invariably the forerunner of profitable repeat business.

Hence it is to your interest to suggest the M. & V. lines to every customer.

M. & V. Lines give the service that satisfies

Mittag & Volger, Inc.

Principal Office and Factory

Park Ridge, N.J., U. S.A.

BRANCHES

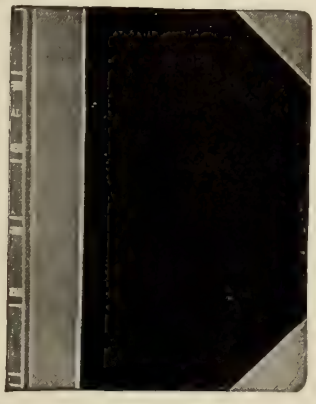
NEW YORK, N.Y., 261 Broadway.
CHICAGO, ILL., 205 West Monroe St.
LONDON, 7 and 8 Dyers Bldg., Holborn, E.C.

Agencies in every part of the world; in every city of prominence

NATIONAL

COLUMN BOOKS

Made to take the place of books now ruled to order.



SEND for a supply of folders showing, in reduced form, the many combinations of rulings supplied in the National Multi-Column Books.

SENT FREE.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

The Parker LUCKY CURVE Fountain Pen



The pen that cannot leak, sweat or smear the fingers. The "Lucky Curve" feed and Spearhead Ink Retainer prevent it. Made in Self-filling, Safety and Standard styles and in a large variety of prices.

Ask for catalogue.



Writing Inks

Also Mucilage, Paste and Glue should be ordered before the frost comes. All leading makes stocked at Hamilton.

Tally Cards

A large and varied range of attractive, up-to-date designs, with cord and tassels attached.

Fine Stationery

New and dainty designs in popular-priced Papeteries for Fall trade.

Playing Cards

New backs in Congress Cards. Full range of Playing Cards at all prices.

Crepe Paper — Colored Tissue
Paper Napkins — Poker Chips
Music Paper

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, NOVEMBER, 1916 No. 11



S. & B. AUTOPEN

Useful Gifts are the Best Sellers

This Christmas many people will confine their giving to useful gifts, and this general practice will greatly stimulate the sale of fountain pens *of the right kind*. You can do a large holiday trade in useful gifts by making a special feature of the fast selling

Sanford & Bennett FOUNTAIN PENS

which you can retail at popular prices and retain a liberal profit. These pens are made from the finest materials, in the best possible manner, with practical improvements found in no other make. Perfect mechanism and writing precision. Always ready to use, always dependable, they stand every test of service.

The S&B Autopen and the S&B Gravity-Stylo give your customers a satisfactory answer to the gift question—for man, woman, miss or youth.



S. & B. GRAVITY-STYLO

Write to-day for prices and discounts

Sanford & Bennett Co. 51-53 Maiden Lane, New York

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, Toronto, Ontario

The Oldest Pencil Factory in America

with nearly three-score years of experience offers the technical user



THE VAN DYKE DRAWING PENCIL NO. 600

in 16 degrees of hardness—6B softest to 8H hardest. Hexagon—Yellow Polish.

HOW TO MAKE FRIENDS

Recommend to Architects, Artists, Engineers, Draftsmen, Surveyors, etc.—the drawing pencil that won the Gold Medal at the Panama-Pacific Exposition and which has been adopted by the U.S. Government for use in the Department Drafting Rooms.

EBERHARD FABER - NEW YORK

MADE IN CANADA

High Grade Papeteries for your holiday trade

That telling appeal which distinctiveness and high grade quality give to any line is very evident in

ROLLAND PARCHMENT

a superior correspondence paper that is sure to make a hit with the holiday trade.

Rolland Parchment is put up in a neat, attractive-looking box, which is a big factor in securing the customer's interest and promoting the quick, easy sales that are characteristic of every Rolland product.

Get a stock of these quality papers displayed for better holiday selling. Results will please you.



The Rolland Paper Co., Limited

High Grade Paper Makers

General Offices:
142 St. Paul St. W.,
Montreal.

Mills at St. Jerome
and St. Rolland, P.Q

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



For Honour



Remembrance

The Playing Cards of the hour

The glorious deeds of our soldiers and sailors have given added popularity to

Goodall's Patriotic Series of Playing Cards

The designs are many and varied, to suit all tastes, are splendidly executed, with effective coloring, and the superb finish of these English-Made Playing Cards, always appeals and makes warm friends. They have to be seen to be appreciated.

Make up a window-display which will be sure to attract the attention of the passerby, put a few packs on your counter, note results and convince yourself that *Goodall's Playing Cards are THE BEST SELLERS.*

MADE IN ENGLAND

Aubrey O. Hurst

FOY BUILDING, FRONT ST. W.
TORONTO



For King and Country



Let 'Em All Come



For Quality, Price and Satisfaction in

Stationery and Office Supplies

You hit the mark when you buy the Dawson line.

Our line of

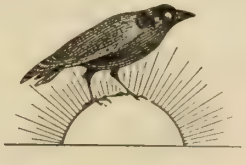
BLANK BOOKS

ENVELOPES

LOOSE LEAF BINDERS

All kinds of OFFICE and STATIONERY SUPPLIES is complete.

Large or small, your order will have immediate and best attention.



W. V. Dawson
LIMITED

Montreal **Toronto** **Winnipeg**

We Manufacture All Kinds and Descriptions of

LEATHER GOODS

Newest Designs and Styles. Latest and Finest Makes of Leather.



LADIES' HAND BAGS
WRITING PORTFOLIOS
LETTER and CARD CASES
LADIES' and GENTS' PURSES
BILL WALLETS
BANKERS' CASES
MUSIC CASES
INSURANCE WALLETS
POCKET DIARIES
MEMO BOOKS, Etc., Etc.

BROWN BROS., Limited

Simcoe and Pearl Streets - TORONTO

Established in Toronto over Seventy Years

Why does it repeat and repeat?



THERE is just one reason why customers come to you again and again for **VENUS** and why they will not accept substitutes for these splendid pencils with their distinctive water-mark finish. It is the best pencil that can be made—finest of raw materials, the highest class workmanship, and it is made in a sufficient number of degrees to satisfy every requirement.

17 perfect degrees

VENUS 10¢ PENCIL

for every possible purpose



Look over your stock. See that you have on hand an ample supply of each of the 17 degrees so that the man who wants and asks for some particular one, like 6B for instance, will not be disappointed and have to go elsewhere.

VENUS copying pencils, medium and hard, for billing and manifolding, are in great demand and give the utmost satisfaction.

Better write in for VENUS Erasers if you have not already ordered them. They are gray, will not discolor delicate paper or materials, have a wonderful even texture and are increasing in popularity daily as their good qualities become known. And be sure to put **Venus Pencils and Erasers** in a very easy-to-see and easy-to-get-at place in your store. The increased sales warrant this. Try it.

AMERICAN LEAD PENCIL CO.

220 Fifth Ave., New York and Clapton, London, Eng.

*Makers also of the famous **Blue-Band Velvet 5c Pencil.**

NATIONAL SERVICE

For the last sixteen years we have been filling last moment mail orders for customers from one end of Canada to the other. When assortment is left to us—we guarantee satisfaction.

Christmas Cards (Booklets) Diamond Series, Canadian Series and Savorys, at $1.00, $2.50, $3.00, $5.00, $7.50, $10.00 per 100.

Patriotic Cards (Booklets), $2.50, $3.00, $5.00, $7.50, $10.00, $12.50, $15.00 per 100.

Birthday Cards, 5, 10, 15, 20, 25 cent line, $5.75 for cabinet of 100 cards, with envelopes.

Birthday Cards, 5, 10, 15 cent lines, $3.50 for cabinet of 100 cards, with envelopes.

Calendar Pads, E assortment, 500 small cal. pads, $3.50 per cabinet.

Calendar Pads, C assortment, 250 larger cal. pads, $3.50 per cabinet.

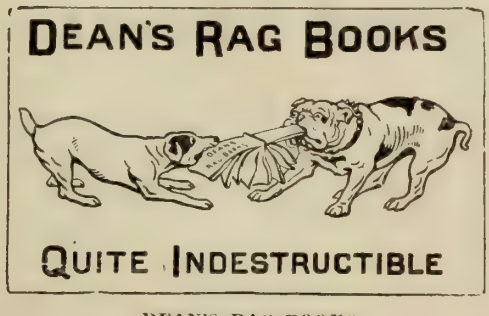
Tags and Seals, Christmas Dressings, cabinet $3.50 per cabinet (of 100 packets).

Tally Card Cabinets of 1,000 Tallies, $9.00 per cabinet.

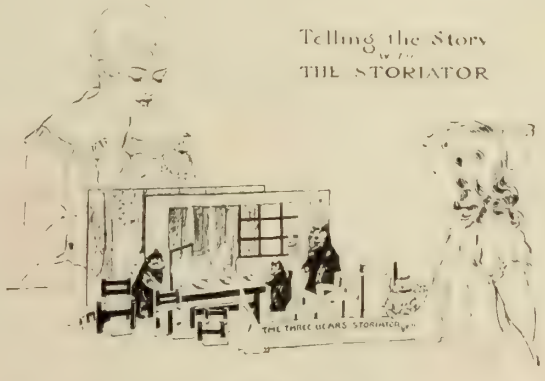
Tally Card Cabinets of 1,000 Tallies, $15.00 per cabinet. De Luxe Series.

Rotary Patriotic Post Cards, $3.00 per 100. Soldiers' designs, Xmas, New Year's and general.

Int-Art Soldiers' Post Cards, $15.00 per 1,000.



DEAN'S RAG BOOKS
15c, 25c, 50c, 75c and $1.00 size in stock.
ALSO DEAN'S BOARD BOOKS.



STORIATOR
The story of the 3 Bears can be staged by the child. Comes in an attractive box. Costs $9.00 doz. Sells $1.25.

Cut-out Paper and Muslin Dolls. $2.00 doz. GREAT SELLERS!

Modellit Fancy Sets—Mechanical Toys, Puzzles and Magic.

ORDER NOW, PLEASE.

MENZIES & COMPANY, LIMITED

Christmas Cards—Toys—Blotting Paper—Stationery

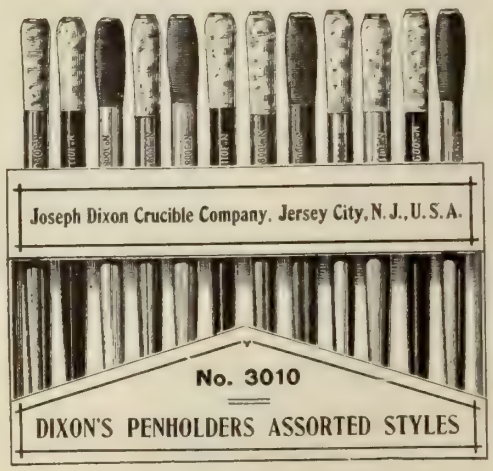
439 KING STREET WEST, 1 Door West of Spadina Ave., TORONTO, ONT.



The Peerless Rubber Tipped Five Cent Pencil

Firm, smooth leads in four degrees. Rubber tipped, round and hexagon shapes. Green and Satin finishes.

Send for samples and prices. Both will please you.



PENHOLDER ASSORTMENT

This assortment contains some of the most popular numbers both in cork and rubber tips, to retail at Five cents.
All the popular numbers of lead pencils, penholders and erasers are carried in stock in Toronto.

Made in JERSEY CITY, N.J., by the
JOSEPH DIXON CRUCIBLE COMPANY
ESTABLISHED 1827

A. R. MacDOUGALL & CO., Limited

CANADIAN REPRESENTATIVES
266 King Street West - - TORONTO, ONT.

READY, NOVEMBER 15

The Book of Common Prayer

(CANADA)

The First Edition of the New Prayer Book will be on sale throughout Canada on Wednesday, November 15th. The volume is printed in beautiful clear type, on first grade paper and handsomely bound in the best style of the University Press. Size 5¾ x 3¾, and obtainable in the following styles of binding:—

Catalogue Numbers, Styles and Prices

....C 631—Cloth, morocco-grained, blind bands on back, square corners, burnshed red edges...50c

....C 632A—French Morocco, limp, round corners, gilt edges, one bookmark $1

....C 632GX French Morocco, limp, round corners, red under gold edges, gold roll, headband and one bookmark $1.50

....C 634R—Rutland, limp, round corners, red under gold edges, headband and two bookmarks $1.75

....C 636GX—Morocco, limp, round corners, red under gold edges, gold roll, headband and two bookmarks $2.50

....C 636X—Small-grained Morocco, smoth leather lined, round corners, red under gold edges, gold line inside covers, headband and two bookmarks, best finish throughout $3.00

Order by number. Usual trade discount

The Cambridge Bibles are noted for clearness of type, flexibility and strength of binding, and may be had in a great variety of styles and sizes. *Send for Complete Bible Catalogue—Free.*

CAMBRIDGE UNIVERSITY PRESS, LONDON

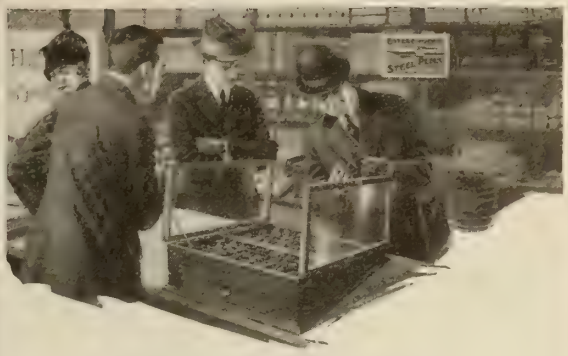
Canadian Agents
McCLELLAND, GOODCHILD & STEWART, LIMITED, 266-268 King Street West, Toronto

DON'T WAIT

Order Ink now before frost sets in. We have a full line of Stephens' and Stafford's Ink, also Paste, Mucilage, Gloy and Cico.

Playing Cards, Cribbage Boards, Checkers and Checker Men, Scoring Tablets.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Study Your Customers

PENS and personality are inseparable—
The more fully the stationer understands each man's needs, the more fully he realizes the necessity of a pen assortment comprehensive enough to meet them all
That's why more and more stationers are displacing three or four incomplete, duplicating, small pen lines for *one* complete effective assortment.
By this they accomplish five big things:

1st. **Tie up less money in stock.**
2nd. **Save counter space.**
3rd. **Get maximum display.**
4th. **Offer the most complete assortment.**
5th. **Make it easier for the customers to buy.**

To assist in concentrating and improving their Pen Departments there are 30 different sizes of Esterbrook Counter Display Cases. Write us about these to-day.

ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET CAMDEN, N.J.

Esterbrook Pens "Easiest to sell!"

WESTERN MADE WESTERN MADE WESTERN MADE WESTERN MADE WESTERN MADE WESTERN MADE WESTERN MADE



WRITING TABLETS

Made in Western Canada for Particular People

PAPETERIES

The values, notwithstanding the sharp increase in the cost of paper and materials, are impressive and range along the same general price levels as formerly. Samples on request.

IN SPITE OF THE SCARCITY OF PAPER, WE HAVE A SPLENDID STOCK OF TYPEWRITER PAPERS AND SECOND-SHEETS. WRITE FOR SAMPLE BOOK AND PRICE LIST.

CLARK BROS. & CO., Limited - Winnipeg and Edmonton



Let these National Advertisements help you sell *more* Playing Cards

THESE advertisements, twice as large as reproduced, are being seen by the readers of the October and November issues of nine of the greatest magazines published in America.

These advertisements are not merely telling the people in your town the merits of Bicycle and Congress Playing Cards but they are interesting people in cards who never played before.

BICYCLE PLAYING CARDS

CONGRESS PLAYING CARDS

The number of customers which these advertisements will send to your store depends upon yourself. Carry Bicycle and Congress Cards in stock. Display them in your window. Let people know that they always can get from you the deck of Bicycle or Congress Cards they want and your playing card stock will do much to influence sales throughout your store.

Every dealer who sells cards should have the following backs in stock: Bicycle—Thistle, New Fan, Acorn, Lotus, Rider, Racer. Congress—Mutter, Fountain, Muse, Vista, Sappho, Orpheus. The investment is nominal; the profit worth while.

Send your name and address, and your jobber's name, and we will keep you posted on the latest ideas in playing cards and how to sell them.

THE U. S. PLAYING CARD COMPANY

CINCINNATI, U. S. A. TORONTO, CANADA

IMPORTANT ANNOUNCEMENT

THE "SWAN" FOUNTAIN PEN.

MADE IN CANADA

It gives us great pleasure to announce to our many customers and friends, that owing to your hearty support and the wide-spread popularity of the "SWAN FOUNTAIN PEN," the distribution has increased to such an extent, that has made it possible to install a complete

GOLD PEN FACTORY

in Toronto, to take care of the steadily growing demand and we thank you for your hearty co-operation and support, and extend you an open invitation to visit our works, when in Toronto.

OUR LATEST ADDITION IS

The "SWAN" LEVER SELF-FILLING FOUNTAIN PEN

with a simple and positive self-filling device, that operates with a flip of the finger.

The Safety feature seals the nib in an air-tight chamber, so that it will not sweat and enables the pen to be carried in any position without leaking.

The Ladder Feed insures a ready and continuous flow of ink, preventing blotting.

The Lever device for compressing the rubber sack is positive; when closed the lever is securely locked to prevent accidental opening.

Every "Swan is fitted with a genuine Mabie, Todd and Co., 14 kt. Gold Pen, tipped with hardest iridium.

Made in Vest Pocket and regular lengths.

PRICES

Size 1—$2.50. Size 2—$3.00. Size 3—$4.00. Size 4—$5.00.

Mounted with 18 kt. Gold Filled bands on cap or barrel.
Size 1—$3.50. Size 2—$4.00. Size 3—$5.00. Size 4—$6.00.



The lever locks to prevent accidental opening.

MABIE, TODD & COMPANY

243 COLLEGE STREET - - TORONTO

London Paris New York Chicago

SEVENTY YEARS IN THE GOLD PEN MAKING ART



Music For Everybody

THE OPERAPHONE
DOUBLE-SIDED RECORDS
RETAIL IN CANADA **50c**

Can be played on any phonograph equipped with universal tone arm.

The **Operaphone Catalogue** contains a wide range of selections. Popular songs issued when they are new, not three or four months late.

The ALURA Talking Machine

An Exploded Idea—That you must pay a steep price to own a real good talking machine—Proof to the contrary is the ALURA.

ALURA No. 3—Retails for $12.00.

Hardwood Cabinet—ornamental grill front, polished mahogany finish. Equipped with a strong spring motor, smooth-running and accurately constructed.

8-inch turntable, felt-covered, and a **Universal Tone Arm,** full nickel-plated. Speed regulator, nickeled winding crank with turned wood handle, and four rubber feet. Plays 6, 7, 8, 10 and 12-inch records in both lateral and up and down cut. Size 12 x 12 x 4¾ inches.

Alura No. 1½—Price $8.00. Has similar features, but is smaller. Size, 7½ x 9¼ x 4 inches, playing 6, 7 and 8-inch records.

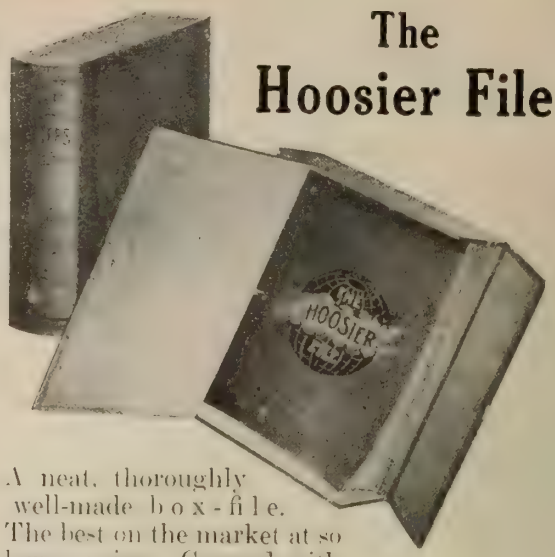
Prices to the Trade less 40%, providing two or more machines are purchased.

A. R. MacDougall & Co., Ltd.

CANADIAN REPRESENTATIVES
266 King Street West, Toronto, Canada



The Hoosier File



A neat, thoroughly well-made box-file. The best on the market at so low a price. Covered with hard-finished, brown fibre paper, has good fastening and a strong Manila index. Leather pull on back. Manila index held in place by one pin.

Write us for quotation.

The Globe-Wernicke Co. Ltd.

STRATFORD, ONT.

THE following books, published by W. S. Paine & Co., Hythe, Kent, are recognized as being written by the best authorities upon musketry, etc.:

MUSKETRY NOTES, by Lieut. A. Rakes, C.E.F.

FIELD PRACTICES, by Major Brandreth, Hythe Staff.

NOTES ON METHODS of GIVING FIRE ORDERS, by Lieut. G. E. Coffey, Hythe Staff.

HANDBOOK of the COLT GUN, by Capt. D. J. Johnston.

INSTRUCTIONAL HANDBOOK of the .303 LEWIS GUN, by Hythe Staff.

THE COLT AUTOMATIC MACHINE GUNNER'S HANDBOOK, with Machine Gun Tactics and Problems.

INDIRECT FIRE WITH MACHINE GUNS. Fully illustrated.

THE HYTHE SERIES OF AIDS TO TRAINING INFANTRY. Nos. 1 to 3 already issued, other numbers ready shortly.

TO BE OBTAINED OF

McClelland, Goodchild & Stewart
TORONTO Limited

AND ALL BOOKSELLERS

Holiday Gift Books

The following pages introduce you to the best books of the year—affording you a wide choice of titles on a wide range of subjects; books that are eminently suitable for Christmas-giving.



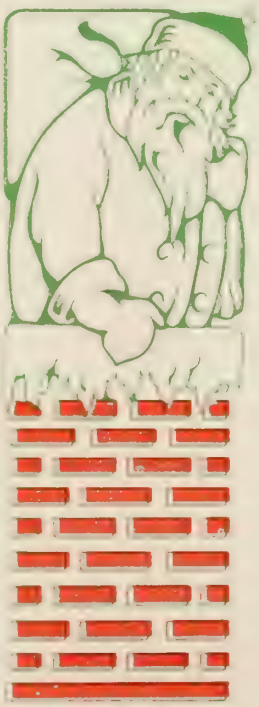
Holiday Gift Books

BOOKS

as gifts proclaim the heart and mind of those who give and those who get. Therefore, when happily chosen, books are matchless as gifts.

Happily chosen books become treasured possessions and never fail to awaken pleasant memories of their givers.

Books make the gift speak of and from the giver.



READY SHORTLY

The Princess Marie-Jose's Children's Book

The Object of the Book:

Published to help The Princess Marie-Jose organization for providing milk and clothes for the Belgian babies in that part of Belgium which is now in the occupation of the Germans.

There are many features dependent on this Charity. H.R.H. the Queen of the Belgians has given special permission for the illustrations to be associated with the text of the book, and a portrait of the Princess will appear as a frontispiece.

The Contributors:

Include H. G. Wells, Israel Zangwill, John Galsworthy, Arnold Bennett, F. Frankfort Moore, Marjorie Williams, and many other equally well-known writers.

The Illustrators:

John Lavery, Lawrence Drake, Bernard Shaw, Frank Reynolds, R. J. Harry Rountree, John Hassall, Louis Raemakers, Phil May, and many other well-known painters.

Description of the Book:

192 pages, 16 Beautiful Full Page Colour Illustrations, 8 Wash Drawings and 50 Black and White Illustrations in the text. The cover design by John Hassall in colour.

Net, $1.00

Orders will receive attention in the order received for this book. Write your order at once.

CASSELL & COMPANY, LIMITED

PUBLISHERS — 55 BAY STREET, TORONTO

Holiday Gift Books

Books for Christmas

The Bookstores throughout Canada are showing this year a particularly fine array of books suitable for holiday gifts, both in point of attractive bindings and the merit of their contents. These volumes cover the widest conceivable range of subjects, affording titles particularly adapted to the tastes and tendencies of any man, woman, boy or girl.



CANADIANA

The Life and Letters of Sir Charles Tupper, Bart. - **Cloth, Net, $5.00**

With the North-West Mounted Police. A Record of Thirty-one Years' Service
CAPTAIN R. BURTON DEANE. - - - **Cloth, Net, $1.50**

Life of Lord Strathcona and Mount Royal - - **Net, $5.00**

Two Great War Books

The Retreat from Mons **Cloth, Net, $1.00**

The Truth About the Dardanelles - **Cloth, Net, $1.50**

FICTION

Julius LeVallon - - - - - - - - - **Cloth, $1.25**

The Lion's Share - - - - - - - - - **Cloth, $1.25**

Mike - - - - - - - - - - - **Cloth, $1.25**

The Lath, an honest, worthy man, but pompous and bigoted, is determined to preserve the traditions of a line of twelve earls. Lord Michael Comber, his son and heir, is differently moulded. He has a will and soul of his own, and artistic
the Life Guards, and then adds to his father's wrath by seriously adopting a
brother and sister, pianist and singer, children of a German father and an English
she agrees to share his life. Then suddenly the Great War comes. Hermann
Falbe, torn between love for the land of his adoption and the land of his fathers,

CASSELL & CO., LIMITED, Publishers

55 BAY STREET TORONTO, ONT.

Holiday Gift Books

BOOKS

The Reader's Duty:

Truth spreads by testimony. There is a sort of high compulsion, which lofty spirits recognize, to bear witness to the truth wherever found. That is how the best books get their circulation. A reader who has dug treasure from a book spreads the news of his discovery to others whom he desires to enrich.



Four worth while books for your Christmas Counter

LADY CONNIE

By MRS. HUMPHRY WARD

Illustrated by A. Sterner - - $1.50

Two Thrilling Mystery Stories by Arthur B. Reeves

The Social Gangster

$1.25

The Ear in the Wall

$1.25

Dynamite Stories

By HUDSON MAXIM

$1.00

You can sell these books – Order now

McClelland, Goodchild and Stewart, Limited

266-268 King Street West, Toronto

Holiday Gift Books

Books for Christmas

There are available this year a particularly fine array of books suitable for holiday gifts, both in point of attractive bindings and the merit of their contents. Those volumes cover the widest conceivable range of subjects, affording titles particularly adapted to the tastes and tendencies of any man, woman, boy or girl.

Make this a Book Christmas.



THE RED WATCH

By Col. J. A. Currie, M.P., commander of the Canadian Highland Brigade. [illegible] The Red Watch" [illegible] St. Julien [illegible] Canadian [illegible] $2.50

ACTION FRONT

By Hayes Cable, [illegible] Lines" [illegible] $1.40

[illegible] You cannot [illegible] on the war without coming close to the heart and meaning of this titanic [illegible]

ADVENTURES OF A DISPATCH RIDER

By Captain W. H. L. Watson, [illegible] $1.40

[illegible] of the British Army in Europe.

CANADIAN POETS

[illegible] $2.00

Mr. Garvin's book is the recognized standard anthology of the best Canadian verse. Every one of the fifty poets has been chosen because of [illegible]

THE WATCHMAN AND OTHER POEMS

By L. M. Montgomery, author of "Anne of Green Gables," etc., etc.

"One with her joyous outlook on life, vivid imagination, instinct for words and facility in expression, could not help being a poet."—Hathaway [illegible] Canadian [illegible] $1.25

LUNDY'S LANE AND OTHER POEMS By Duncan Campbell Scott.

[illegible] divinely musical will appeal definitely to all Canadians. Cloth bound [illegible] $1.00

THE KINGDOM OF THE BLIND By E. Phillips Oppenheim.

Why did the German submarine campaign fail? Why was the Kaiser twice unable to make peace with France? Why was England's great [illegible] $1.25

SOMEWHERE IN RED GAP. By Harry Leon Wilson, author of "Ruggles of Red Gap."

[illegible] "Ruggles of Red Gap," will surely want this new book. "The Mixer" is the same delectable combination of tender-hearted woman and "hail-fellow-well-met." "Somewhere in Red Gap" will make bright any dark day.

THE WORN DOORSTEP. By Margaret Sherwood.....$1.25

The great war has inspired few such appealing stories as this. The senti- [illegible]

ROD OF THE LINE PATROL. By H. A. Cody, author of "If Any Man [illegible] $1.50

This novel is in this popular Canadian author's best style a wholesome, [illegible]

THE WOMAN GIVES. By Owen Johnson, author of "The Salamander."

The author transports you to a veritable Bohemia, where youth and joy reign, and in those surroundings Inga Sonderson gives, and gives freely, to regenerate a fellow artist.

Unquestionably Mr. Johnson's greatest novel. Pictures by Christy. $1.40

THE OLD BLOOD. By Frederick Palmer, author of "The Last Shot," "My Year of the Great War." [illegible] $1.50

As a war correspondent Palmer has seen, perhaps, more actual warfare than, perhaps any other of the writers of first rank. In addition to his descriptive work he has in this book "The Old Blood," resorted to the novel form so as to deal with human and spiritual values at stake in the war [illegible]

McClelland, Goodchild & Stewart, Limited

266 King Street West, Toronto, Canada

Holiday Gift Books

BOOKS

Think of the case with which a long list of gifts to be remembered with Christmas gifts may be checked off as selections are made from tables in the bookshops amply laden with books suitable for holiday giving.

Then why should not people "shop early", so as to make their purchases more leisurely than is possible in the rush and crush of shopping in the last few days before Christmas?



Holiday Suggestions

BRIEF STORIES OF THE NEWEST AND BRIGHTEST BOOKS FOR HOLIDAY BUYING.

A ... Book

Rhymes of a Red Cross Man

A ... Book

The Beech Woods. By Duncan Armbrest

A Well-known Canadian Officer Writes:

Maple Leaves in Flanders' Fields

A ... Book

The Heart of Rachael.

... Humour ...

Nobody's Boy.

From The Housetops.

life. $1.25

Which One Did He Choose?

The Wall Street Girl.

... by ... Adams

The Unspeakable Perk.

... Speaks

The Leatherwood God.

$1.25

Another Like "Rebecca Mary"

Miss Theodosia's Heart Strings.

Vingie E. Roe's Usual Charm

A Divine Egotist.

From Dr. W. T. Grenfell

Tales of the Labrador.

... Book

The Romance of a Christmas Card.

... Novels

Miss Million's Maid.

considerably to it. $1.25

William Briggs, Publisher

TORONTO, ONT.

Holiday Gift Books

BOOKS

"Whether for father or mother or any other member of the family, lover, kinsman or friend, there's a book admirably suitable as a gift to that particular person.

"There is no easier solution of the Christmas gift quandary that worries so many people each year, than the decision to give books—just the right sort of books can be found in any bookshop worthy of the name.



Books To Buy For Xmas Presents



THE HUNTERS OF THE HILLS

THE NEST BUILDER

THE VERMILION BOX

RICHARD RICHARD



THE GUIDING THREAD

THE WANDERING DOG

TISH

THE TUTOR'S STORY



THE LITTLE HUNCHBACK ZIA

THE LAST DITCH

THE GRIZZLY KING

$1.25



THE MEN WHO WROUGHT

THE DAREDEVIL

CHLOE MALONE

PETEY SIMMONS AT SIWASH

College Life.



BIG TIMBER

laid in the North-West

THE COPP, CLARK CO., LIMITED

PUBLISHERS TORONTO

Holiday Gift Books

BOOKS

are minds speaking to minds—vital, refreshing, enlarging. For this reason books are peerless as gifts.

¶ The estimation of a book-gift is never its cost. It is its human quality alone that is felt and seen.

¶ A book-gift transcends all other gifts in potential pleasure and enrichment.



Who Is "Morning Face?"

A FEW years ago a tiny girl child came into the home of Gene Stratton-Porter, with heart full of joy and sunshiny smile that continually recalled to Mrs. Porter Stevenson's line in "The Prayer": "Call us up with morning faces." So "MORNING FACE" the child was called.

¶ From the time of this little girl's birth, Mrs. Porter supervised her [illegible] and told stories about the flowers, birds and animals surrounding [illegible] Wildflower Woods, and made books, pictures to illustrate them.

¶ One of the memorable days [illegible] MORNING FACE demanded that her stories and pictures be made into a book, and a little later declared [illegible] so that she could give copies of it to her little relatives and playmates. So [illegible] for the one child of her heart.

¶ During [illegible] secured many intensely characteristic photographs, cunning pictures, truly speaking likenesses of her little wild subjects. Whenever such a picture was taken, one that she regarded as a real triumph, Mrs. Porter laid it away "to save for something good enough." All of these [illegible] MORNING FACE. It represents the [illegible] of a collection of [illegible] which she hopes will give real children the joy it had brought to one little girl she so loves.

[Illegible] Net $2.00

Other Holiday Editions of Gene Stratton-Porter's Books

[illegible] Net $1.50
[illegible] 2.00
[illegible] 2.00
[illegible] 2.00
[illegible] 2.00
[illegible] 2.00
[illegible] 2.00
[illegible] 2.00
[illegible] 1.50

DOUBLEDAY, PAGE & COMPANY, - GARDEN CITY, N.Y.

THOMAS LANGTON, TORONTO

Holiday Gift Books

BOOKS

Think of the ease with which even a long list of names to be remembered with Christmas gifts may be checked off :: selections are made from tables in the book shops amply laden with books suitable for holiday giving.

Then why should not people "shop early" so as to make these purchases more leisurely than is possible in the rush and crush of shopping in the last few days before Christmas.



Gifts that will be remembered when Christmas is past

FICTON

RAINBOW'S END by Rex Beach

A story of the Yukon

THE LEOPARD WOMAN by Stewart E. White.

A romance of the African jungle. Illustrated. Cloth $1.40 net.

THE RISING TIDE by Margaret Deland

A compelling story of life in a manufacturing city. The contrast between Wealth and Poverty. Cloth $1.35 net.

THE THIRTEENTH COMMANDMENT by Robert Hughes

A story of love and politics. Illustrated. Cloth $1.40 net.

THE DARK FOREST by Hugh Walpole

The personal story of the experiences of a young English lady in Russia during the war. Cloth $1.40 net.

THE SNOW BURNER by Henry Oyen

Henry Oyen's "Snow Burner" is like no other story of the Canadian West. Cloth $1.40 net.

SEVENTEEN by Booth Tarkington

Here is a delightful story of the experiences of a Western boy in his seventeenth year. A deliciously funny story in the author's best vein. Cloth $1.40 net.

THE BORDER LEGION by Zane Grey

A story of the Arizona border, where a girl was driven to the Devil and won by the love of a brave man. Cloth $1.40 net.

THE HOMESTEADERS by Reid Estabrook

A story of the Canadian West. Illustrated. Cloth $1.40 net.

PINCHER MARTIN, O.D. by "Taffrail"

The story of the adventures of a Destroyer in the Navy what "Ian Hay" has done for the Army. Cloth $1.40 net.

THE MIXED DIVISION by R. W. Campbell

A story of the Canadian Overseas Forces. Cloth $1.40 net.

THE CIRCUIT RIDER'S WIDOW by Cora Harris

Remember "The Circuit Rider's Wife"? This is another story of the Texas Panhandle. Cloth $1.40 net.

GIFT EDITIONS

TOLD IN A FRENCH GARDEN by Mildred Aldrich.

Illustrated. Cloth $1.25 net.

A HILLTOP ON THE MARNE by Mildred Aldrich

Illustrated. Cloth $1.40 net.

WITH A FIELD AMBULANCE AT VERDUN by William Hard

Illustrated. Cloth $1.40 net.

ONE HUNDRED CARTOONS by CESARE

Brilliant cartoons. Cloth $1.40 net.

A DIPLOMAT'S WIFE IN MEXICO by Mrs. Nelson O'Shaughnessy

Illustrated. Cloth $2.00 net.

MOUNT ASSINIBOINE by Ethel Wilson

Illustrated. Cloth $1.40 net.

MY GARDEN by Louise H. Wesley

Illustrated. Cloth $1.40 net.

A MYSTERIOUS STRANGER by Mark Twain.

Illustrated. A story written at the height of the great humorist's powers. Only recently was the manuscript found. Cloth $2.00 net.

A SOLDIER OF THE LEGION by Mary Synon

Illustrated. Cloth $1.40 net.

IN THE BATTLE TRENCHES by Frank H. Simonds

Illustrated. Cloth $1.40 net.

Filled with beauty, patriotism and lofty

TOLD TO THE BOYS by Ralph Connor

Illustrated. Cloth $1.40 net.

IN THE WEEDS SOUTH by Louise Maude

Illustrated. Cloth $1.40 net.

The story of a fortnight's Canadian fight

THE MUSSON BOOK CO., Limited, TORONTO

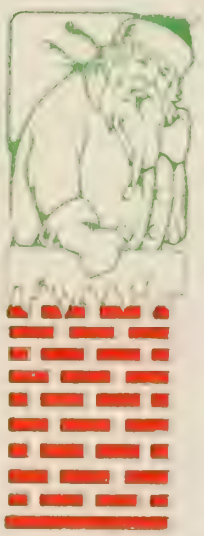
Holiday Gift Books

BOOKS

as gifts proclaim the heart and mind of those who give and those who get. Therefore, when happily chosen, books are unfailing as gifts.

Happily chosen books become treasured possessions and never fail to awaken pleasant memories of their givers.

Books make the gift speak of and from the giver.



Put These on Your Christmas List

FURTHER FOOLISHNESS. By Professor Stephen Leacock. $1.25 net

THE WORLD FOR SALE. By Sir Gilbert Parker.

THE WONDERFUL YEAR. By Wilfrid J. Locke.

PENROD AND SAM. By Booth Tarkington.

GALLIPOLI. By John Masefield. Illustrated. 75c net

TRENCHING IN GALLIPOLI. By John Gallishaw. Illustrated. $1.30 net

SINSMITH. By Percival J. Cooney. 1.50 Net

MENDEL. By Gilbert Cannan $1.25

DOREEN AND THE SENTIMENTAL BLOKE. By C. J. Dennis. 75c

THE LAMP OF POOR SOULS and other poems. By Marjorie Pickthall. $1.25 net

THE BOOK OF SORROW. Captain Andrew Macphail, of the [illegible]

LONDON REVISITED. By E. V. Lucas. With [illegible] Mann Livens, and in monotone. $1.50 net.

S. B. GUNDY, 25-27 Richmond St., West **TORONTO**

Holiday Gift Books

BOOKS

• The teacher seeking suitable gifts for pupils or the committee of pupils in search of the right gift "for teacher" can do no better than repair to a bookshop.

• There they will find a wide range of books of various classes — books by modern writers or standard works of the old masters — from which to make their selections.

• Whether for the school teacher or for pupils, no more suitable gifts than books could possibly be chosen.



The Kiddies' Favorite Book



THE REAL MOTHER GOOSE

[illegible]

BY

[illegible]

$1.50 net

[illegible]

Rand McNally & Co., Publishers

CHICAGO

Thomas Allen, Canadian Representative, 219 Victoria St., Toronto

A couple of "better than usual" War Books

"A Soldier's Sketches Under Fire"

By Harold Harvey

"Ambulance No. 10"

By Leslie Buswell

Each, $1.00 net

[illegible]

Thomas Allen, Publisher

219 Victoria Street, TORONTO

Holiday Gift Books

BOOKS

[illegible] are neatly bound household [illegible] along that line may also be [illegible]

No matter how many receipt books a housewife may have depend upon it she will ap[illegible] a suitable gift for the home. [illegible] snap-shots, books of song collections and souvenir books [illegible] that will meet the difficulties [illegible] just what to give a particular friend.

[illegible] quirement.



Include these latest Novels on your Christmas Gift List

PINCUS HOOD
By Arthur Hodges
$1.40

[illegible]

THE BELOVED SON
By F. K. Johnson
$1.35

[illegible]

THE HOUSE OF LUCK
By Harris Dickson
$1.35

[illegible] quality.

DR. NICK
By L. M. Steel
$1.35

THE GIRL AT BIG LOON POST
By George Van Schaick
$1.25

[illegible] Schaick novel. It is a story of rare charm that will certainly [illegible]

[illegible]

GEORGE J. McLEOD, LIMITED
266 KING STREET WEST ∴ TORONTO



Books for the Season

NELSON'S

GIFT BOOKS IN GREAT VARIETY
CHILDREN'S PICTURE BOOKS
TOY BOOKS
LINEN BOOKS, Etc.

THE GREAT EUROPEAN WAR.
By Hilaire Belloc
Vol. 1 [illegible]
Vol. 2. The Second Phase, $1.50 net

NELSON'S HISTORY OF THE WAR
By John Buchan
Vols. I-XIII still selling.



Thomas Nelson & Sons
LIMITED
77 Wellington Street West, TORONTO

Holiday Gift Books

BOOKS

The Reader's Duty:

Truth spreads by testimony. There is a sort of high compulsion, which lofty spirits recognize, to bear witness to the truth wherever found. That is how the best books get their circulation. A reader who has dug treasure from a book spreads the news of his discovery to others whom he desires to enrich.

If these books have pleased or helped you, will you not tell about them to the most appreciative person you know?



Fiction

MAN PROPOSES

ANNE'S WEDDING

SIX STAR RANCH

THE ROAD TO LE MAT

SYLVIA OF THE HILL TOP

THE GIRL FROM THE BIG BOSS COUNTRY

Travel and Description

TEXAS: THE MARVELLOUS

THE SPELL OF SPAIN

THE SPELL OF SCOTLAND

From Page's List

THE SPELL OF THE HAWAIIAN ISLANDS AND THE PHILIPPINES

For Young People

THE SANDMAN: HIS ANIMAL STORIES

SANDMAN volumes

Published by **The Page Company** 53 Beacon St., Boston

A treasure house of golden tales and fascinating conjecture.

ORDERS MAY BE TAKEN BY BOOKSELLERS FOR

Mythology Of All Races

illustrations

York Times.

MARSHALL JONES COMPANY, Publishers, 212 Summer St., Boston, Mass.

Holiday Gift Books

BOOKS

admit children to new worlds of delight, contribute much to their happiness, stimulate their imagination, and leave lifelong, joyous memories.

Good books owned and read in childhood are enduring contributions to life's true wealth. Books are, in fact, a delight all through life, and these nine volumes commend suitably for men and women of all ages.



SONS OF CANADA

$1.50

RAMBLES OF A CANADIAN NATURALIST

$1.50

IN PASTURES GREEN

$1.50

FLYING MEN AND THEIR MACHINES

$1.25

THE GERMAN SOUL

.50

A CHANT OF LOVE FOR ENGLAND AND OTHER POEMS

.50

SONGS OF UKRAINA

$1.25

New Volumes in the Wayfarer's Library

The New Freedom by President Wilson — Fifties at Sixty by A. G. Gardiner

Capital A.C. by J. A. Stewart

35 cents a Volume

J. M. DENT & SONS, Limited

SELLING AGENTS FOR CANADA

THOMAS ALLEN - - TORONTO



Suitable Christmas Gifts

"TRIPLERING" BOOKS

are the ideal in Loose Leaf Memos, Diaries, and Price Books. They come in various sizes and different qualities all at moderate prices, ranging in price from 35c. each to $2.00 each.

The "Triplering" system of these books are just as perfect as human ingenuity can make them. No layers to straighten out, no cards or sheets to warp, no limit to the number of sheets they will carry. The interlocking parts are contained entirely within the covers, and as long as the covers will outwear any other line of leather-covered, loose leaf books made.

Holman's Albums for Photographs



A. R. MacDOUGALL & CO., Limited,

Canadian Representatives

266 King Street West - - - TORONTO

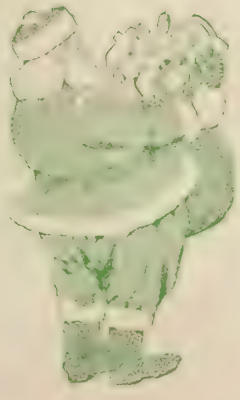
Holiday Gift Books

BOOKS

will admirably enable you to express, in the form of a gift at Christmas time, good will towards near and dear friends.

Yield to that impulse by choosing books to be that exhibit of your kindly thought.

To give pleasure, a book need not necessarily be a highly expensive volume. There are moderate priced books that will delight certain people more than precious metals.



FOUR MACMILLAN BOOKS

Mr. Britling Sees It Through

Mr. Wells' Big Novel of the War. $1.50

Already in its 50th thousand

Under Three Flags

By St. Clair Livingstone $1.00

Salt Water Poems and Ballads

Tagore's Works

ed. with Illustrations by native Indian artists.

MACMILLAN

TORONTO



BOOKS ARE SILENT FRIENDS

Toys for Christmas

Toys and Games

Few items of goods for holiday gifts contribute so important a line as toys and games, more particularly because of the manner in which they loom up when one considers the children.

What would Christmas be for the Canadian without gifts?

What gifts for Children excel toys and games?

These items cover a wide variety of goods, including articles costing a few cents a piece up to others costing as many dollars.

"Games" are available in a big variety and considering those, it must be remembered that while they are sold very extensively as gifts for Children there is almost as extensive a variety of games for Adults.





Insist Upon

Made-in-Canada Games

Every Canadian family will want games for Christmas, either for Children or Grown-Ups, and in this page are listed a variety of them ranging in price from Ouija at $2.50 down to Snap at 10c each.

Snap them early to guard against stock being exhausted

A Big Variety of Games

Old Maid

Snap
Nations
Dodge Ball
Perrywinkle

Bagatelle

Bagatelle

Bagatelle

The Copp Clark Co., Ltd.
Toronto

Art Publications

Is it not true that pictures carry a universal appeal?

For that reason pictures, especially the many attractive small pictures, supplied in such a wide variety of treatment, for sale in the book and stationery shops, constitute a line which is of exceptional importance.

The "Bookstore" is the "picture store" as well and presents pictures in abundance for the benefit of the holiday shopper.



Famous Celebrity Miniatures



30 subjects as above in sepia post cards at $15.00 a dozen.

Celebrity Art Company

EOSTON, MASS.

Headquarters for Pictures that sell

Holiday Gift Books

BOOKS FOR CHILDREN

Children are admitted to new worlds of delight through books, thus stimulating their imagination and storing up for them life-long joyous memories.

Thus, it will be appreciated that books contribute not only to their immediate happiness, but give it permanence throughout their whole lives.

There are no better gifts for Children than books. For the wee Kiddies there are toy books, comprising a wide range in treatment. There are elaborately designed volumes, including the work of some of the most noted artists, but naturally the sale of these are restricted by reason of the necessarily high price. There is, however, so much merit in the low-priced books, even the five-cent toy books, that there is plenty of choice to adequately delight every child in the land.

Remembering that Books are a Delight all through Life, Christmas Shoppers will do well to select BOOKS as their Christmas gifts to Children, whether they be wee tots or boys and girls in their "teens."



Eminently Suitable for Christmas Gifts



are the following Publications of

Valentine & Sons United Publishing Co.

60 Front Street West, - TORONTO

Obtainable at all Canadian Book Shops

SMALL FIVE CENT "CUT-OUT" BOOKS.—These are suitable in size to put in Children's Stockings. An illustration of one of these is shown above. There are numerous other books of similar nature to this "Teddy Bear" cut out and [illegible] designs of ARMY and NAVY books, all retailing at 5c each.

TEN-CENT TOY BOOKS.—The "HOME PET" series, comprising a most attractive series of Patriotic Books, "A.B.C. Army," "A.B.C. Navy," "Soldiers of the King," "Our Navy," and a large variety of Nature and Animal Studies afford a wide choice and provide the acme of value in toy books at 10c each.

ROCKING BOOKS ARE BOOKS THAT ROCK—the illustration of the Rocking Book as shown below gives an idea of what they are like, but of course they must be seen in their gaily decorated covers, in colors and the equally attractive pages inside, to be fully appreciated.

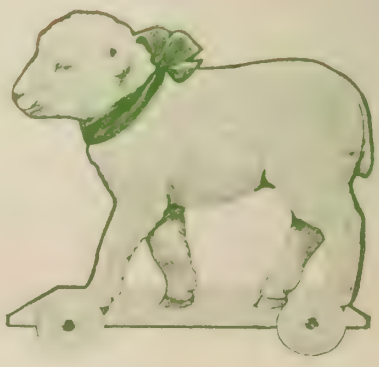
These unique books in many different kinds are most popular fifteen-cent books. Other toy books to retail at the same price include the **COUNTRY FRIEND SERIES** in nature studies as well as army and navy subjects.

BOOK TOYS.—This term is used to distinguish these "dolly books" from ordinary toy books. A "Book Toy" is not only a book but also a doll and not an ordinary doll either. For instance, two of them give excellent likenesses of LORD KITCHENER and ADMIRAL JELLICOE. The heads are shaped, being glued at the top of the cover, the rest of the cover design representing the uniform. The pages inside tell in simple fashion for the Child Mind, something about the careers of these great men of the Empire. These are made to retail at 15c each. At the same price are the Wheel Books, one of which is illustrated. These books actually run on wheels—another form of Book Toy.

TWENTY-FIVE CENT BOOK TOYS.—Are similar to those described in the 15c line, only larger and even greater originality in design. See "Wicked Willie."

All These Lines as Described Above Constitute the Most Popular Gifts for Children on the Market This Season.





Greeting

TO

RETAILERS!

STUDY the Holiday Book and Gift Novelty Section of this issue.

The suggestions they contain will enable you to materially increase your Christmas trade.

NO doubt you expect to make numerous gifts to friends and relatives this year and you are having the usual difficulty in selecting suitable ones. Of course, you wish to make gifts which are both inexpensive and in good taste. These qualities are not always easily combined.

You can solve your problem by a careful selection from the great variety of unusually attractive and inexpensive books offered for the holidays this season. "There is a peculiar dignity attached to the gift of a book which is in no way affected by its cost."

From

MORGAN & SCOTT'S NEW LIST

STORIES OF HIGH PURPOSE

AT HIS COUNTRY'S CALL. A Tale of the Great War. By Albert Lee, F.R.G.S. With eight colored illustrations, and in colored jacket. Cloth Boards. **4s. 6d. net.**

A thrilling story in which boys particularly will take great delight. Written with the view of instilling into the minds of boys of to-day those things which make for uprightness, courage, chivalry, and patriotism.

DUDLEY NAPIER'S DAUGHTERS. A Story for Girls. By Amy Le Feuvre. With colored frontispiece, and in colored jacket. Cloth Boards. **3s. 6d. net.**

An exhilarating story from the pen of this vivacious author, which will be read with avidity. The tone is of a high standard, and there is a naturalness throughout the narrative which makes it true to life.

THE DAWN OF HOPE. A Tale of the Days of St. Paul. By Morice Gerard. With colored frontispiece and in colored jacket. Cloth Boards. **3s. 6d. net.**

By means of a most fascinating story, this work sets forth the unanswerable appeal of the Gospel as presented to citizens and slaves of ancient Rome.

THE CALL OF THE NIGHT RIDER. A Story of the Days of William Tyndale. By Albert Lee, F.R.G.S. With four colored and four half-tone illustrations, and in colored jacket. Cloth Boards. **3s. 6d. net.**

A fascinating specimen of the historical romance at its best, encouraging both valor and patriotism. The plot is worked out with rare dramatic effectiveness, and throughout it runs a beautiful love story.

HOPE'S STAR IN WAR'S SKY. A Christmas Word of Good Cheer and Consolation to the Sorrowful. By Coulson Kernahan. With Prologue: "A Dream-Picture in Darkest London." And Epilogue: "A Dream-Picture in Stricken France." Cloth. **1s. 6d. net.**

The brilliant and charming writings of Mr. Coulson Kernahan are known and appreciated the world over. He is a writer of much insight and originality. No one approaches him in the sincerity and intensity of his imagination.

BY THIS SIGN. A Note on the Strange Resurrection of John-three-sixteen. By P. Whitwell Wilson ("P.W.W."). Art Covers. **1s. net.**

"God did not merely love the world as Creator . . . In Jesus He gave us of His very self—His one, His only Son—the companion of His intimate glory; an astonishing sacrifice that would be inconceivable if it were not for verses like 'John three sixteen.' "—Extract.

THE OIL OF JOY. A Christmas Message. By David Williamson. Art Covers. **1s. net.**

In four chapters the author deals with "The Oil of Joy for Mourning;" "Joy in our Daily Work;" "Joy, the Indispensable Note of Christianity;" and "The Joy of Christmas." It is a Christmas message of singular beauty.

THE SOUL OF FRANCE. By Pasteur R. Saillens, D.D. Cloth Boards. **5s. net.**

In this work Dr. Saillens gives an interpretation of French life and thought and sentiment, opening up important chapters of French history.

OUR HAPPY DEAD. Where are They, and Shall We Know Them? By Rev. Hugh D. Brown, M.A. Cloth Boards. **1s. 6d. net.**

The author distinctly proves that "to be with Christ" is much preferable to life down here, and that death immediately ushers the believer into the conscious joy of Paradise.

SUNDAY TALKS WITH BOYS AND GIRLS. By George E. Morgan, M.A. Cloth Boards. **2s. 6d. net.**

Mr. Morgan knows how to win the confidence of the young folks. And in this series of "Talks" he enforces lessons in a way which is calculated to make a lasting impression upon the minds of his youthful audience. Ministers and others will value the work as suggesting topics for their addresses to the young.

GOD'S WHISPERS. A Series of Nature Studies. By Rev. W. S. Herbert Wylie, M.A. Cloth Boards. **2s. 6d. net.**

A delightful series of studies by one who in observing the works of Nature is alert for the "still small voice" of Nature's God. Teachers in the primary department of graded schools will find these Studies of immense value.

MORGAN & SCOTT, Ltd.

12 Paternoster Buildings, London, E.C.

The Publisher's Page

By F.I.W.

STATEMENT OF THE BUSINESS MANAGER

NOVEMBER, 1916 Vol. XXXII—No. 11

A Message to Manufacturers, Publishers and Jobbers

Think of this National Trade Paper, BOOKSELLER AND STATIONER, circulating throughout every province of the Dominion of Canada, read by the retailers who supply nearly 8,000,000 Canadians with their requirements in books and stationery, besides the many associated lines sold in these stores, such as toys and games, greeting cards, calendars, post cards, souvenirs, fancy goods, leather goods, cameras and photographic supplies, sporting goods, music and musical instruments, etc.

We wonder if you are sufficiently impressed with the significance of a paper filling such a mission?

BOOKSELLER AND STATIONER has been the trade authority for these merchants for *thirty-two years*, and is the only paper in Canada devoted to their interests.

You can get from us, copies of letters from Canadian book and stationery merchants recognized as the leaders in these trades in Canada in which they enthusiastically commend the service afforded them by BOOKSELLER AND STATIONER as a help in conducting their business.

Here is the three-fold editorial policy of BOOKSELLER AND STATIONER:

Education.—Practical articles on all phases of retail merchandising. Tried and proved selling ideas, methods of display, store arrangement, advertising and window display. Tips to ambitious clerks. Seasonable hints not only for selling, but what is equally, if not more important: HINTS ON BUYING.

Inspiration.—The application of much of the Information and all of the Education. The Editorial Survey and "Making Good" stories founded on fact.

Information—All the news of men and things that will prove helpful and interesting to booksellers and stationers. Data about new books, best sellers, etc., compiled from authoritative sources. Reports of business conditions. New goods described and illustrated.

The book and stationery merchants of Canada are guided by what they see in BOOKSELLER AND STATIONER. The use of advertising space in it is essential to the success of any new proposition for these merchants. Failure to be represented in it handicaps any firm seeking business with them.

Take up any issue of BOOKSELLE AND STATIONER, the one now in your hands, for instance. Observe the class of firms represented in the advertising pages. That will convince you that you will always be "in good company" in advertising in this paper, and that is convincing evidence as to the high standing of BOOKSELLER AND STATIONER with the trade—manufacturers, wholesalers and retailers alike.

Make the best possible use of BOOKSELLER AND STATIONER in your 1917 advertising to promote the sale of your goods in the Canadian book and stationery stores.

For your convenience, here are the rates—per insertion:

	One Insertion	Three Months	Six Months	Twelve Months
Full page ..	$35.00	$31.70	$29.20	$25.00
Half page ..	20.00	18.35	16.70	15.00
Quarter page	12.00	10.00	9.20	8.35
Eighth page	8.00	6.70	5.85	5.00

Let us mention also the Buyers' Guide Department in which a display card 2¼ inch wide by 1½ inch deep costs $25 a year.

Send copy for December issue by November 25.

Clip This Coupon.

Date.....

BOOKSELLER AND STATIONER,
143-153 University Ave., Toronto, Canada.

Reserve.....page space in December.

issue for $.....

Name.....

Address.....

A Fine Big Wholesome Novel

WHEN A MAN'S A MAN

An Ideal Holiday Gift Book

By Harold Bell Wright

Author of "Eyes of the World," "Winning of Barbara Worth," etc.

Illustrated and decorated by the author. Rich Cloth Binding. Retail, $1.35.

Trade prices net, subject to advance.

Single copies	.....	90	cents
25	"	88	"
50	"	87½	"
100	"	85	"
250	"	82½	"
500	"	80	"

Full Leather Binding—Retail, $1.85. Trade, $1.25.

The most widely read and most widely advertised book of the year; it will easily stand FIRST as a Christmas seller. Watch your stock and keep fully supplied.

The marvellous popularity of Harold Bell Wright is unrivalled; 600,000 of "When a Man's a Man" sold before publication. Anticipate the demand and order freely.

Wholesale Agents in Canada

THE TORONTO NEWS COMPANY, Limited
TORONTO

THE MONTREAL NEWS COMPANY, Limited
MONTREAL OTTAWA HALIFAX ST. JOHN

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. NOVEMBER, 1916 No. 11

IN THIS ISSUE

Special Christmas Section—Books and Gift Novelties
Show Cards for Christmas
Fancy Goods for Holiday Trade
Parcels for Prisoners in Germany
Record of New Books
Best Selling Books of the Month
The Stationer and the Phonograph Business
New Goods Described and Illustrated
Fashion Papers and Patterns
And Other Valuable Articles

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President — H. T. HUNTER, Vice-President
H. V. TYRRELL, General Manager — T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234. Cleveland, R. G. Langrill, 3112 Euclid Ave., Telephone Prospect 1026R.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year; other countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

IMPERIAL NEWS Co., LIMITED

TORONTO, CANADA

American Paper Bound Books

We positively supply fullest range, best authors, titles and covers. ALGER books for boys at 7½c. The ALERTS, by Garvice, Clay and so forth, only 7½c. The JESSE JAMES —all titles at 9c. Modern authors— 100 titles at 8½c.

Full Lines English 6d. Novels

New stock—Best Titles—All good authors. We have the largest and most complete stocks in Canada. Do not place your order elsewhere.

John Long's 1/- Paper

Here is a line selling in thousands monthly. Have you tried it? Send for list of Titles and Samples. These will sell when nothing else will. Lowest price ever quoted in Canada, 18c.

CHEAPEST BOUND BOOKS IN CANADA

Strong Cloth Picture Cover. Hundred titles. Sell 15c. Price 10c.

Alert Books. Wrapped Picture cover. Regular 20c. Sell for 25c. Price only 17½c.

Fifty-Cent Lines. Very handsomely bound—attractive wrappers. Meade, Southworth, Wilson. Price 22½c.

Ward, Lock's 6/, remainder sold up to $1.50. Clearing at only 26c.

MAGAZINE WALL RACKS—BOOK COUNTER RACKS.

To hold 10 magazines, 85c.; 20 magazines, $1.65; to hold 20 books, $1.50; for five newspapers, 25c; Ladies' Home Journal and Post Racks 15 cents.

Pencils, Pens, Rubbers, Clips, Parcel Straps, To Let Signs—Get samples and prices.

IMPERIAL NEWS COMPANY, LIMITED

87 Queen St. E., Toronto, Ontario

A REAL BARGAIN

In $1.25 and $1.50 Fiction Novels. (NOT REPRINTS), but original editions. A few of the titles given below: "Gillespie," "Miracle Man," "The Flying Inn," "You Never Know Your Luck," "White Passion," "Vanguard," "Fortunate Youth," "Hour of Conflict," "Argyle Case," "Carpenter and Rich Man," "John Ward, M.D.," "On With Torchy," "Sunshine Sketches of a Little Town," and about 40 others. Price 35 cents each.

This is a great opportunity for any dealer to make a little harvest for himself this Christmas.

Remember they are not "REPRINTS."

ANNUALS

CHUMS, PLAYBOX and the famous line of Ward, Lock Wonder Books in stock until Xmas.

JUVENILE BOOKS

To suit all tastes. The jump in prices has not affected us, consequently we are able to offer you at the old rates (and which are now Bargain Prices) the latest issues from all the best Publishing Firms.

Imperial News Company

Limited

254 Lagauchetiere Street, Montreal

IMPERIAL NEWS COMPANY

LIMITED

WINNIPEG

We have in stock the following up-to-date stock ready for our customers:

UNCONSCIOUS TRAITORS.

A Political Sensation for Canadian readers. Paper Edition with striking cover. Price, 38c.

INTERNATIONAL CARTOONS OF THE WAR.

By all the principal cartoonists of the world. Raemaekers, Dyson, Sem, Bakst, Steinlen & Punch. 20c.

NEWS OF THE WORLD WAR MAPS.

This is a map of Europe and the adjacent Fighting Zones. Showing all the Fronts from Kut-el-Amara to Flanders. Price 12c.

Sole Canadian Agents for

OFFICIAL PHOTOGRAPHS OF THE FRENCH ARMY.

DAILY MAIL OFFICIAL WAR POST CARDS.

These are splendid values at $10.00 per thousand. Send us an order for any of the above lines and you will find them quick sellers.

Wholesale Agents for all British Periodicals. Write for Catalogue.

Editorial Chronicle and Comment



STATE OF THE BOOK MARKET

A CORRESPONDENT in Western Canada takes issue with statements contained in last month's issue dealing with the available supply of books. He says that there *is* cause for alarm, and adds that wherever one goes, the difficulty in getting supplies is felt, and that now is the time for retailers to buy.

After drawing attention to the fact that some American publishers have refrained from putting certain books on the market this year on account of paper shortage, he adds that certain English sixpennies are now costing sevenpence, and that English publishers are only printing what is actually required. It is necessary for them to prove to the government that what is being printed can be sold.

This correspondent cites from a letter received from a London publisher to the effect that he would strongly urge dealers in Canada to place orders at once, as in many cases publishers were not printing anything more until after the war.

This correspondent considers this question in a different light than was intended in the editorial in last month's issue. The intention was not to convey the idea that all was smooth sailing with the book publishers, because it is only too evident from the many articles which have appeared in BOOKSELLER AND STATIONER this year dealing with the paper situation, including some directly referring to contingencies which had caused sharp price advances in books and discontinuations of some well-known series of books until after the war, that the disorganized condition of the paper market has hit book publishers very severely.

The point that the editorial sought to make was that there were enough books in print and in fact, in many bookstores, IN STOCK, that there was no occasion for any booksellers to slacken their efforts in pushing the sale of books.

Notwithstanding this, the views in the foregoing paragraphs as expressed to BOOKSELLER AND STATIONER are well taken and merit the very careful attention of all booksellers.

MORE USE OF COOK BOOKS

READERS of BOOKSELLER AND STATIONER will recall that articles have appeared from time to time advocating that greater effort be exerted in promoting the sale and use of cookery books. In this connection it is interesting to reproduce the following from a newspaper report of what Controller Cameron of Toronto, had to say at the recent opening of the new Public Library in the High Park district in Toronto:

"Controller Cameron, after congratulating the Board upon its most recently constructed branch, urged that cook books be given greater prominence upon the shelves. More frequent use of them would give better bread, reduce the cost of living, and wipe out dyspepsia."

CIVILITY AS A BUSINESS ASSET

IT is only a decade or two ago that Jay Gould, the railroad magnate, stated the business standards of his time in the well-known phrase, "The Public Be Damned." It was not a word used in anger, merely a statement of policy. It was followed out in the railways of the Gould system. It was followed out on other railways. With what result? As one writer on the subject states: "Every woman who was insulted by an underling railway employee went home and taught her children to fear God and hate a railroad." These children growing up into manhood did not forget the lesson, and out of this feeling grew the mass of anti-railroad legislation of recent years. Even trifles will cause a prejudice and prejudice is no trifle. It has cost American railroads twenty years labor and millions of dollars to, in a measure, eradicate a feeling that common courtesy would have smothered in its infancy. More and more great corporations are realizing this. The management of one large chain of stores, outlines the policy of the business in the phrase, "The public is always right." This is the extreme in the other direction. The idea is that it is better to lose money by the mistakes of a customer, than to lose the good opinion of a customer, through lack of consideration or civility on the part of the store.

Some large corporations are going even farther to catch the kindly feeling of their patrons. One large insurance company sends a small gift with greetings to all its members on their birthdays. It's a small courtesy, but it amuses and warms the heart, even when one smiles at the knowledge that it is only office routine. It is office routine backed by courtesy —and courtesy has wonderful potentialities in the way of business-getting and holiday.

A clerk who answers a customer sharply may leave an impression that months of careful, costly advertising could not eradicate. The rude retort of a delivery boy, even under provocation, may do you inestimable harm. It's a sad fact but more people will pay more attention to a knock than to a boost. The days of business civility are here. The days when the telephone girl would give you back as good as you gave are passed. If you are abusive you will have to explain to one of the heads. Employees are not permitted to meet incivility with incivility—Incivility is too costly. Civility the best business asset.

EDITORIAL NOTES

SHOPPING by telephone is becoming more and more a habit with the city woman.

* * *

IF PAPER keeps on going higher it will be necessary to find some substitute for wrapping purposes.

* * *

SIX HOURS a day is now suggested as a possibility in some industrial plants. It seems too bad to cut into a day like that.

* * *

DO NOT confine your efforts to your own town, in soliciting advance orders for Christmas gift books but extend these efforts to the surrounding villages as well.

* * *

MAKE a systematic canvass of all the Sunday schools and Sunday school teachers bringing to their attention the books you have in stock that are suitable for boys and girls.

* * *

AS A companion phrase for the old "To earn more learn more," how about "To sell more tell more." Tell more about the goods—tell it interestingly, and the sale just naturally comes, bringing in its wake other sales.

* * *

TO TELL more, of course, it will be necessary to delve more—delve into the reason of advances, the process of manufacture. That's where a good trade paper, with its agencies for the collection of news and information, is of value.

* * *

SPEAKING of this problem of competition from outside, the only solution is for the local merchant to convince prospective purchasers that it is to their advantage to buy at home. There are various ways to effectively advertise this big fact, but the greatest of these is PERSONAL SOLICITATION.

* * *

THE SHOW window is a wonderful force for attracting Christmas business to a store and the merchant should plan with extreme care a series of displays for each week between now and Christmas day. There should be similar preparedness as to displays of goods inside the store.

* * *

RETAILERS are sometimes penny wise and pound foolish in the last week of Christmas trade by trying to get along with too little help. People coming in with the full intention of buying in a particular store go out because they cannot get waited upon. Adequate help would save much of this business.

* * *

NOTWITHSTANDING the outstanding importance of the next few weeks' business, the bookseller's greatest harvest time of the whole year, due thought should be given to the good selling season that immediately follows the holiday season. The beginning of the New Year always brings heavy demands for various blank books and other office supplies.

* * *

MANY an order for Sunday school prize books goes from the smaller towns to some department store in one of the larger cities simply because the latter appeal for this and other business aggressively by means of catalogues that are prepared at great expense. The local merchant must, therefore, extend himself by some special effort to overcome this catalogue competition.

* * *

ONE bookseller made a hit last year by suggesting to certain customers that they could do their friends in smaller places a good turn by offering to make purchases of books for them that would be particularly adaptable for Christmas gifts for relatives and friends. This little idea brought this merchant quite an additional grist of business not only in books but greeting cards and other novelties as well.

* * *

BOOKSELLERS will find it a good idea to suggest to many of their customers purchases of one or more of the best books of the season sufficiently ahead of time so that they may have a chance of reading the books themselves and thus know exactly what they are giving to their friends. The result will very frequently be that such people, delighted with a book, will buy that same book for presentation to some other friend or friends.

* * *

WHAT about year books and office diaries for 1917? Why not canvass your trade well ahead of time. If this is done it will be found that a considerably increased volume of business will be done. This applies with special force to those dealers situated in the towns of goodly size which are periodically visited by salesmen sent out by commercial stationery concerns in the larger cities who frequently steal a march on the home merchant by booking orders for such publications well in advance.

News of the Month in the Stationery Trade

NEW STORE FOR HALIFAX

Thomas Connolly, for several years with Thorp & Martin Company, Boston, and later buyer for Shepard-Norwell Company, Boston, has opened a stationery and office supply store in his home town, Halifax, Canada. The firm style is the Penn Stationery and Loose Leaf Book Company, and the new store is located at 44 Granville street. Mr. Connolly would be pleased to hear from manufacturers of office supplies and appliances wishing competent and active representation in Canada.

* * *

Among the trade visitors in Toronto in October was Miss Hattie Tweedie of Moncton, N.B. Miss Tweedie finds this buying week spent in Toronto each October very helpful as the preparatory step toward making the most of the ensuing Christmas trade season. Miss Tweedie informed BOOKSELLER AND STATIONER that business was good down in New Brunswick. She said that she found BOOKSELLER AND STATIONER always a welcome visitor. A significant statement which she made which is indicative of the aggressive manner in which Miss Tweedie carries on the book business was to the effect that she had already sold 241 copies of the new Harold Bell Wright's book "When a Man's a Man."

* * *

According to the Bureau of Foreign and Domestic Trade at Washington, the Japanese manufacturers are successfully making baseball goods and have already got a good foothold in Canada and they are said to be selling baseballs to retail at 5c each to the trade in United States at 30c a dozen.

* * *

A CAUSE OF FAILURES

Bradstreets have compiled statistics to prove that 84 per cent. of the failures are among the non-advertisers. The merchant who does not believe in the use of printers' ink has, points out the *Canadian Jeweler*, never advertised right. "Advertising," continues this journal, "is the modern creative force, positive and potent—a force that has produced two blades of grass where but one grew before. It is the flowering of industrial evolution. It is the conqueror of unfair competition—the promoter of right dealing—the solution of the mail order problem. Its basic principle is frankness.

* * *

Good news comes from all parts of the country of brisk business and a bright outlook for Christmas trade. George R. Whitney, of the Wilson-Jones Loose Leaf Company, of Chicago, returned with good tidings after his recent trip through Eastern Canada.

* * *

KILLED IN ACTION

Captain Ernest Kendell, a former resident of Calgary, and for many years a traveler for the Consolidated Stationery Co., Ltd., also for Warwick Bros. & Rutter, Toronto, was killed in action on September 30. He was a South African veteran, and his wide scope of military experience gained for him a commission in a Winnipeg mounted unit. For several months he was in charge of the transport work, but early in the summer of this year he was appointed captain and sent into the trenches.

Lieut. Langton is a son of Thomas Langton, the Toronto publisher and is well-known to the Canadian book-trade having represented his father on the road. He is attached to the 180th (Sportsmen's) Battalion which left Toronto on October 22nd.



LIEUT. THOS. LANGTON, JR.

R. B. Barnes, fancy goods and stationery, McLeod, Alberta, is having alterations made to his stores in the block of Matthews & McNeil.

* * *

GOLD PEN FACTORY IN TORONTO

A new industry for Canada is the manufacture of gold pens by Mabie, Todd & Company, makers of the "Swan" fountain pens, who now have a manufacturing plant in Toronto, in addition to those in London and New York. This plant has just been completed.

Great credit in this connection is due to the enterprise of Victor Smith, the manager of the Canadian branch.

* * *

PAPER NAPKINS ARE SCARCE

The increase in the price of paper napkins has something to do with the present high cost of living, or helps it along. A big paper house in the city, which supplies many of the popular priced restaurants with the useful commodity, says that making 2,000,000 a day they cannot keep up with the demand, and they cannot increase the supply because the paper mills have better business in making other lines of goods and refuse to hand out the paper napkin material. The result is that the smaller restaurants don't get napkins at all, while the bigger houses, chain restaurants which use a supply of 500,000 a week and which have regular contracts, are supplied, but pay nearly double the normal price. New orders, which might not be filled until another year, are not taken.

Some More Advice from an Old Timer

What He Saw in a Bookstore in a Good Little Western Ontario City

The other day when I happened to be in a good little Western Ontario city, I dropped into one of the bookstores just to look around and bring back pleasant memories of the time when I was in the same business. This was one of those fine, bright afternoons that always brings out the ladies and the store was literally thronged with them. A large proportion of them were clustered about the table where the fashion papers were laid out, while others were buying paper patterns or were waiting their turn to be served, having the numbers of the patterns they had chosen all ready to reel off to the saleslady in charge of that department. Two things struck me forcibly—there should have been some help for the young woman who was doing her best to wait upon all these customers satisfactorily and there was not sufficient table space devoted to the fashion magazines and catalogues so that the ladies seeking to peruse them and make selections of patterns, could do so in comfort.

It is a good sign when as many fine women as I saw there that afternoon, come to a store and the shortcomings that I have mentioned indicate that the proprietor of that store is not fully appreciative of what this means or should mean to him. It proves that their attitude is favorable to his store in spite of these handicaps. Think then what it would mean to the merchant were he to measure up to his possibilities in creating additional business by reason of this propitious circumstance!

Let me pursue this thought a little further. The additional attention which I seek to suggest and to strongly advocate, would mean not only a largely increased sale of patterns, fashion magazines and associated publications, but a benefit to the business that would be immeasurably greater than that. It would be taking advantage of the visits of these people to the store so that the pleasant impression made upon them by good accommodation and prompt, efficient service, would make them really want to come back to the same store for other requirements of goods sold there, as occasion arose. Not only that, but it would naturally make them say things favorable to the store when talking to their friends.

Think this over. It is worthy of the careful consideration of every retail bookseller and stationer and before I drop the subject let me put in another word for this business of selling fashion magazines, paper patterns and catalogues, listing and illustrating them. It should be a department in itself and can be made a good profit producer even in a comparatively small town.

—An Old Timer.

Sending Parcels for Prisoners in Germany

Must be Strongly Packed—Regulations As Set Forth By British Post Office.

The Post Office Department has been notified by the British Post Office that many parcels sent from Canada to Prisoners of War in Germany are being received in London in a damaged condition, so that frequently they have to be repacked before they can be forwarded to Holland for transmission to Germany. The British Post Office adds that in most cases the damage appears to be due to the fact that the parcels were inadequately packed by the senders.

The public should be warned, therefore, that parcels for Prisoners of War, unless they are very strongly packed, will probably arrive in such a condition as to be of little or no use to the recipients.

Ordinary thin cardboard boxes, such as shoe boxes, and thin wooden boxes should not be used; nor does a single sheet of ordinary brown paper afford sufficient protection. Even where proper materials are used, it is important that the contents should be tightly packed so as not to shake about during transit. The following forms of packing are recommended:—

(1) Strong double cardboard or strawboard boxes. Those made of corrugated cardboard and having lids which completely enclose the sides of the box are the most suitable.

(2) Tin boxes, such as are used for packing biscuits.

(3) Strong wooden boxes.

(4) Several folds of stout packing paper.

The British authorities advise that parcels for Prisoners of War in Germany must not be wrapped in linen, calico, canvas, or any other textile material.

Parcels posted in Canada for Prisoners of War in Germany which have not been adequately packed by the senders will not be forwarded, but will be returned to the senders, as the British Post Office has notified the Department that parcels which are inadequately packed must be returned to the senders.

TOO BUSY TO READ

"A familiar type—the fussy, fretful man who imagines that he is about the busiest fellow in town.

"He often dumps into the waste basket unwrapped copies of business or technical magazines that contain valuable articles bearing directly on his problems. He fondly believes that he is too busy practising to bother with what others are "preaching."

"The trouble with this type of man is that he has not learned that the real executive is the man who so plans his work as to leave a reasonable amount of time for reading and planning.

"There are shoals and breakers ahead when the accumulation of new ideas ceases. The man who declares he has no time to read, is unconsciously advertising his small calibre, his slavery to detail, his arrested development."—*Printers' Ink.*

ENCOURAGE TRADING AT HOME

In order to promote home store buying and at the same time to give your own store publicity, offer a prize as follows: To the person sending in the best list of reasons for trading at home, the lists to contain as many reasons as there are letters in your store name, and the reasons to begin consecutively with the letters of the store name in order. Thus, if your store name is "Brown's," the first reason might be, "Because it helps my town, the second reason, "responsibility of the home store is known."

A Unique Store Front

A Giant Pencil and a Giant Fountain Pen Form Pillars on Either Side of Stationery Store Front

In designing the front of a stationery store recently erected, 12-ft. reproductions of a pencil and fountain pen were placed in vertical positions, like pillars, at the opposite sides of the building. The former of these is 7 in. and the latter 9 in. in diameter. Each closely resembles its prototype, except in size. Together they form very novel sign-posts for the shop, and have attracted much local notice. The barrel and cap of the pen are decorated with a standard design which gives much of the appearance of silver inlay. The details of the pencil have been worked out so well that by placing a sheet of paper over part of the accompanying photograph, so that only the former pillar is shown, it appears to be an ordinary pencil.

BIRTHDAYS

In Canada's 8,000,000 population there are almost as many birthday anniversaries—those whose natal day is Feb. 29 having a celebration only once in four years. The vast majority get birthday presents every year. In view of the enormous aggregate of birthday gift sales, are you getting your share of this business?

THINK IT OVER!

ABOUT FRAMES

If a photograph is to be seen at its best it must be well framed. This does not mean that it must have an elaborate frame; in fact, an elaborately framed photograph would not be a well-framed one. The frame must harmonize with the picture and its mount, and will play its part to perfection if, after the photograph has been carefully studied, one brings away no mental picture of the frame at all. Passe-partouts are amongst the most effective frames for photographs, because of their simple unobtrusive character.

BRITISH PERIODICALS

Montreal, Oct. 30.—E. Desbarats, of Desbarats Advertising Agency, this city, told the Dominions Royal Commission this afternoon that American magazines and periodicals appealed to Canadians more than British publications. The general make-up of the former seemed to be better, besides Canadian readers had been educated to like the American style from greater familiarity with it. The stimulation of the British magazine circulation here would be a matter of individual effort to a great extent, Mr. Desbarats said, and generous advertising would be necessary. One thing that militated against the popularity of British magazines, he added, was that whereas the greater number of them sold here are marked sixpence each, they cannot be bought for less than 15 cents or 20 cents.

Major Corbett-Smith, in his notable book, "The Retreat From Mons," defines the positions of the combatants in the various phases of the retreat, so that they may easily be followed by the public which "bothers but little about official despatches," whilst especially emphasizing "the great human side of this bloody war, hitherto passed over in discreet silence."

SUTHERLAND'S

Our Lines of Private

Xmas Greeting Cards

with your own name on them, are now complete. We have many makers; the cards are lovely and exclusive designs. Place your orders now and have them in time.

Jas. L. Sutherland

BOOKSELLER AND STATIONER

A good clear-cut advertisement of timely interest and effective typographically.

Stedman's Bookstore, of Brantford, in a recent display advertisement in the "*Brantford Courier*," made a special appeal for business in picture framing, also drawing attention to the line of mouldings carried in the picture framing department on the second floor of their store.

THE CHRISTMAS GREETING CARD

That the modern Christmas greeting card has done much to solve the trying problems incident to the selection of a suitable remembrance is the opinion expressed by Mrs. Minnie E. Brooke, proprietress of the Brooke Shop of Washington, D.C.

The idea of the Christmas greeting card as we have it worked out to-day was taken from Europe, and it came as a solution to what seemed a difficult problem. There was so much agitation against expensive gift-giving, and women everywhere were beginning to feel the strain of the task of making dozens of gifts each year, that the card idea came just in the nick of time, says Mrs. Brooke.

The best thing about the Christmas card is that it carries so much thought and sentiment with it. Nowadays we can remember all our friends at Christmas time by sending out an appropriate and attractive card for the same cost that we could have remembered a few before the vogue for the Christmas card. And I notice that women do not simply buy a dozen or so Christmas cards of the same sort to be sent to their different friends. They select them carefully so that each card will be appropriate to the one who is to receive it.

Sometimes a customer will come into my shop and take a long time in selecting a single card.

"My friend is a perfect rose," one will say, "she ought to live in a garden. What sort of card shall I send her?" Or, again: "The card that I want now must be full of sympathy, for the one to whom I am sending it has many sorrows." And so for each individual there is the right card and the sender takes time to select it.—*Novelty News.*

Toys and Games
Sporting Goods



TOYS are enjoying their usual big Christmas run and seem to be giving much satisfaction to all concerned on account of their great variety and steady improvement. The majority of this year's creations are of a military character, dreadnoughts and submarines being as common as drums, while board games specialize on military tactics. Trains, autos, and aeroplanes also speak of the foremost thought of the times.

A novelty of more peaceable suggestion, perhaps, is a street car fare box. Possibly its advent is responsible for the new walking dolls and dolls' kid shoes, which are dainty enough for any little lady. They are of white kid, with fancy perforated strappings, real shoe-laces in front, or side lacings, and an almost human sole with a heel. They are much too stylish to put in the juggling clown, of course.

"Previous to the war, the eye industry was one by itself, and confined to France and Germany," said a dealer. "For that reason there are very few sleeping dolls to be had, but we will get them in time."

NEW TOYS

THE kiddie car has become known to everyone and so it is natural that some improvements be introduced to keep up its popularity. The newest models have the pedals on the front wheel velocipede-fashion.

The new rubber balls have wild animals parading around the "equator" or a representation of "Ty" Cobb in action.

Stuffed cotton toys are in greater variety than ever. Indeed they are as much loved in the younger set, as are Teddy bears. No "stuffed baby" appears yet to have come into adult society as did Teddy, some years ago.

Soap bubble outfits are very complete this year. They include two or four hand-painted pipes, white enamel dish, soap, oilcloth apron and oilcloth table cover. These find excellent holiday sale.

Jumping dogs, lanterns, lacquerware kites, parasols and bamboo furniture are among the newest Japanese toy productions.

* * *

NEW RUBBER TOYS

An interesting new product of the Davol Rubber Company of Providence, R.I., is a series of Dutch Dolls made of red rubber. This is just one more of the results in response to the demand for goods to satisfy the needs of the toy trade to replace goods formerly imported from German factories. These new rubber toys are said to be the only red rubber toys at present made in America. They are made from solid red stock and will not peel, as do so many of the veneered rubber toys from the continent. They are safe for children to play with as they may be put in the mouth without danger of harm. The figures stand sturdily on their feet, the base being substantial enough to form a good pedestal.

* * *

Winnipeg, Oct. 24. The Returned Soldiers' Toy and Woodenware Factory has turned over its machinery and equipment free of debt to the Convalescent Soldiers' Hospital at Deer Lodge, to be used for instructional purposes. The factory has $1,950 in bank. After the sale of the remaining toys this will be increased to $2,000.

* * *

GERMANY'S TOY TRADE

In the last peace year Germany's toy trade aggregated $35,000,000 of which more than $25,000,000 was export business, mostly to United States. Since war this figure has dropped nearly two-thirds.

* * *

WINDOW DISPLAYS OF TOYS

Any toy window will attract attention. That is assured by the very nature of the goods and this applies to influence upon both old and young, but some windows fail to be as effective as others because of the too great variety of toys shown simultaneously. In other words, the mind of the onlooker is confused by numerous articles being massed in the window.

One toy retailer injected human interest into his windows in the manner described in the following from "*Toys and Playthings*":—

The dealer's first "masterpiece" was a scene entitled "The Great Battle." The bottom of the window had been covered with earth and sand, and from this material had been modeled a miniature "battlefield," roadways, trenches, and all. Rocks and trees had been placed in natural positions. In the rear of the field were railroad tracks and military supply trains.

Upon the battlefield a terrible fight was taking place between the armies of various nations. Many soldiers were in action, and apparently the losses on all sides were heavy, for it could be seen that numerous men had fallen. Bodies were being carried to the red cross tents on the right and left of the battlefield. It was a big fight. The long rows of cannon lined up in back of trenches proved that. In the trenches were strings of "first-line troops," and in one place where the enemy had broken through the first and second line trenches, a hand-to-hand fight was in progress.

The reasons why this unique window display attracted the attention of hundreds of men, women and children are no doubt very plain to the reader. Here was a win-

dow trim which told a fascinating story—a story old, but ever new. The red wheels of the cannon, the various colors of the soldiers' uniforms added excitement to the scene. It was overflowing with "human interest," and that is the chief reason why crowd after crowd of delighted people stood in front of the show window day and night.

The display was responsible for the dealer selling more toy soldiers, cannon, tents, flags, electric trains, etc., than he had ever sold within any period corresponding with that of the exhibit. "The Great Battle" made such a hit with the public that it was decided to give it a "continuous run" of three months, and even after that length of time sales of toy soldiers, and other things which had been shown in the battlefield picture continued very lively.

* * *

TOYS NONE TOO PLENTIFUL

New York, Nov. 1.—There is great trouble in filling the repeat orders for toys this year, they say at a big toy house in this city. The war has revolutionized the toy season for wholesale business. In ordinary times the big buyers stopped at the domestic houses in January and February on their way to Europe, and again when they returned in July and August. Last year the buyers were uncertain. Some of them bought at home early, and others, hoping that war conditions might change, waited until Summer and regretted it. This year the bulk of the buying was in the very early Spring. The later buyers and those giving the repeat orders are having trouble. With a hundred factories supplying them, orders cannot be filled.

* * *

ON GETTING CLOSE TO THE CHILDREN

There is nothing in the world so trade-binding as the intimate touch in retail selling, says "Toys and Novelties." And by this we mean to totally disclaim anything that flavors of familiarity. We refer to that quiet, little intimate touch which means real personal interest, and consequently puts your small customer and yourself on a sort of social basis which utterly defies your competitors' best efforts. Specifically? Suppose the store is crowded and a mother and child are anxious to see a demonstration of the ever-wonderful toy trains. Why not suggest retreating to the more private confines of the office and there give the demonstration. Such little trouble-takings are not soon forgotten. They suggest to the customer that special attention has been shown, and nothing haunts one so long as special attention. Try some of it!

* * *

SMALL vs. LARGE CAMERAS

The small cameras, as now made, in the hands of one who wishes to do good work but is limited as regards cash, are as effective as the larger cameras and cost far less to operate, the 2¼ x 2¼ machines taking pictures that can be enlarged up to 8 x 10 with perfect detail and compare favorably with the same sized enlargement made from cameras as large as 4 x 5 which cost much more, both to buy and operate.

The cost of the pictures is one of the greatest drawbacks to those who give copies to their friends and not the least to those who are working for themselves, so that anything that will reduce the cost is welcomed. This is the cause of the popularity of the small, cheap camera, but no real camera fiend was ever satisfied to stop at the small, cheap camera. They start with one, get the fever, for it is a fever, and soon they go to a bigger as well as more expensive one. Then they find that they cannot swing the expense and drop photography entirely, for the cost of a 3¼ x 4¼ camera of good quality is not small and the operating cost, if many pictures are given away, is often prohibitive. The answer to this question is the small hand or pocket camera of good quality in connection with an enlarging camera.

The foregoing extracts from the *Amateur Photographers' Weekly*, are of suggestive value to retailers, who can use this argument to promote the sale of enlarging cameras and outfits.

* * *

PRICE ADVANCES

While much has been written of late regarding the advances in the price of paper, the extent of the advance does not come home to the business man until he starts to replace his depleted stocks of stationery.

Paper men tell you that there is hardly a day passes when an advance is not made in the price of some one grade of paper and the top is not in sight yet. Job printers who, six, eight, or ten months ago saw the advance coming and laid in heavy stocks of paper, stand to make almost as much money as the speculators who bought Wayagamack and Riordon down around the bottom.

The manner in which some of the popular grades of paper used for stationery has advanced during the past year is shown by the following prices: A year ago sulphites, which compose about 50 per cent. of the cheap bond paper, cost from $45 to $60 per ton, while to-day it is quoted as high as $190. Cheap white bond has advanced from 8c to 14½c, and cheap colored bond from 8½c to 16½c per pound, while a special color (golden rod) costs 18c per pound. Not only has the price advanced more than 100 per cent., but the stock is extremely hard to get and delivery in no case is guaranteed by the mills in less than six months.

Many of the paper mills have sent out notices to the effect that they will not supply colored papers at all. This, it is said, is not due to their inability to get dyes, but rather to the fact that the making of a colored paper necessitates the washing of the machines, which is a day's job every time they change a color, and as they can easily keep them busy on white paper, do not wish to lay them up.

Another striking instance has been the increase in the price of wrapping tissue, which has advanced from 35c a ream a year ago, to $1.50.

The higher grades of writing papers, manufactured from rags, have not kept up with the sulphites in the matter of advance and are only from 25 to 30 per cent. higher than a year ago.

* * *

The most important factor in the increased cost of paper in Canada is the increase in cost of labor. Canadian mills are exporting about 2,000 tons of paper daily as against less than 1,000 during the same time in 1914. All publishers will rejoice that Canadian mills are so prosperous. They deserve it, for many of them have been through most troublous periods. But is it quite fair to Canadian publishers, who are the mouthpiece of the people of Canada, that this country should suffer in any way in order to supply our neighbors—and many of them our competitors—across the border?

In some big lines of steel, U.S. manufacturers have two prices, one for their home buyers, the other for export. The price to the home buyer is sometimes a third to half less than the price to Canadian and other foreigners. A Pittsburg metal market report recently quoted bars for home consumption $2.60, for export $3.50. This has handicapped some Canadian manufacturers in their competition with U.S. manufacturers in the same lines. We think shareholders in Canadian paper mill securities would not object—but rather encourage—the adoption of the same policy on paper in this country.—*Financial Post.*

The Stationer and the Phonograph Business

A Brief Review of the Situation With Special Reference to Recent Developments Greatly Extending the Trade Possibilities of This Field.

TALKING machines were never before so prominent in trade as they are to-day and by reason of the vastly increased number of good productions both in machines and records the possibilities for developing trade with these goods were never so good.

There seems to be quite a trade paper fight developing—a fight of the healthy sort that can produce nothing but good—as to the suitability of department stores for handling this business. One of the biggest trade papers in the United States in an active campaign to get these stores to take up the talking machine business more actively incidentally warns them against experimenting with unknown makes and attempting to handle a variety of makes. This paper in a recent issue said:

"Develepoments are occurring in the talking machine business which are of great interest to progressive retailers. In a word, the business promises to become within a short time a merchandising rather than a specialty proposition.

"The basic patents under which the specialty organizations were built up are expiring. Disputes as to secondary patents are being settled. Every one of these suits, no matter what its immediate outcome, clears the business atmosphere and shows the talking machine manufacturers in which direction safe and sure development will lie.

"There are plenty of precedents to indicate the conditions we may expect to see during the next few years in the talking machine trade.

"There will be a rush of inexperienced men into this field as manufacturers. Under patent protection talking machine sales have grown to enormous proportions. The profits are known to be big and, as usual, they are 'understood' to be bigger than they actually are.

"Attracted by prospects of large profits men with no qualifications except a burning desire to get some of this 'easy money' will enter on the manufacture of talking machines. And, having produced the machines, these manufacturers will make strenuous efforts to sell them.

"This situation will have its good and its bad features for the retailer. The rush to create new machines and the advertising and selling efforts put forth by manufacturers will further stimulate an already active demand from consumers. Consequently retail sales of talking machines will largely increase.

"All this will create a big opportunity for the wide-awake department store. There are, however, certain precautions which should be taken. For one thing, the retailer must select machines—one or two lines of them—which will satisfy his trade customers, and to these he must closely confine his efforts.

"Contrary to general belief, the judging of a talking machine's merits is not a difficult proposition. Stripped of the mystery and 'hocus-pocus,' such a machine is a comparatively simple device. There are just three main features in regard to which the buyer must beware: the cabinet, the motor and the sound box.

"Our putting the cabinet first may occasion surprise. But it is the cabinet that customers see first, and if this is not to their liking the store will have little chance to demonstrate the machine's other features.

"Successful dealers find that the talking machine is usually regarded by consumers as a piece of furniture. They demand a neat, simple and substantial looking machine and are willing to pay a good price for it. Therefore, as the cabinet is the first selling feature, it should receive the merchant's first attention.

"The next point to consider in selecting a line of machines is the motor. This is the weak point in many of the talking machines now being put upon the market and is the chief source of dissatisfaction on the part of consumers.

"The first requisite of a motor is that it shall run smoothly and evenly. A change in speed means a change in the musical key of the talking machine; therefore a motor that does not maintain absolute regularity will produce discords no matter how fine the record.

"To insure this regularity the spring in the motor must be of sufficient length and strength to play both sides of a 12-inch record without re-winding.

"The next requisite of a good motor is silence. Obviously, any motor noise would clash with the music. No motor can be silent for any length of time unless the gears are made of fibre, rather than metal. Fibre gears, then, are another requisite of a good motor.

"To further insure silent working the motor must be "packed" with graphite of the best grade. Otherwise, the leaves of the spring will stick and in unwinding will cause the 'knocking' which occasionally detracts so much from the effect of a record.

"The third requisite of a good talking machine is a well-made sound box; in other words, the simple little device which transmits to the horn the vibrations produced as the needle passes over the indentations in the record.

"The soul of the sound-box is its disc of mica, the only substance yet discovered which responds to vibration quickly enough to reproduce sounds with accuracy and fidelity. For this disc mica of the best grade must be employed; otherwise not only will the sound reproduction be unsatisfactory, but the disc will soon be shattered by the rapid and constant vibration.

"The dealer who assures himself that the machines he handles are right in the foregoing particulars can go ahead with assurance that he has made the right start."

How Music Dealer is Affected

The Canadian Music Trade's Journal in meeting this attitude of developing the talking machine and record trade in department stores, argues that music dealers should conserve it against the competition of such stores and all other merchants. To quote:

"The music dealer cannot afford to view with indifference the inroads these dealers in other lines are planning to make upon what he has come to regard as the private preserve of his own line of business. Indeed these inroads are more than threatened. They are in process. The trade periodicals in this country and in the United States, representing a variety of lines, are editorially and pictorially garnishing the talking machine departments with such allurements of profit, clean business and ready demand that many of their readers who hitherto regarded talking machines as a foreign commodity are stocking the line.

But what can the legitimate dealer do to head off competition from out of his own field? Broadly speaking, the

answer is covered by the words service and advertising. Service embraces the carrying of stock sufficient in variety and quantity to meet the demand. It embraces an inviting, comfortable and convenient arrangement of store and demonstration rooms. It embraces a staff of men or women, or both, who can handle the customers promptly, efficiently and with tact. In short, the business requires the best salesmanship. Being in a position to give service it is only necessary for the dealer to let the people know. He may do so by means of the newspapers, by means of the window, by personal letters and by public and invitation recitals. With a better stock, a better store, a better service and better advertising than any other store the music dealer need not worry about the competition of merchants in lines that do not make congenial environment for the talking machine trade so long as he confines his efforts to lines that he knows will give satisfaction."

What About Stationers

Readers of BOOKSELLER AND STATIONER will appreciate the good sense exhibited by both of the articles quoted in the foregoing. Now where does the book and stationery store stand in this matter?

The fight for the music dealer can be a fight against the book and stationery trade only in the towns of larger size, able to support stores devoted exclusively to musical merchandise, because in the smaller towns the book and stationery stores are the music stores as well.

However, even in the larger towns and cities, booksellers and stationers find it profitable to engage in this trade to some extent. Some of them have one of the best known, long established lines of machines and records, supplementing these with low-priced machines for which there is a decided demand. As to the effect of latter on the more expensive phonographs, it is pretty well established that the latter instead of being injured are really helped by the low-priced products. A customer may for instance buy a ten dollar talking machine to-day and get a lot of satisfaction out of it, but the chances are that a desire for one of the high grade machines will soon manifest itself and thus the cheap machine is really the developing agency of the sale of the high priced outfit. Thus the dealer handling both kinds finds that one helps the other and similarly in the case of the bookseller and stationer in the large cities who deems it advisable to restrict himself to the low-priced machines and records, he is really doing good missionary work for the specialized music stores in that city.

There is a growing field in the talking machine business generally and the average bookseller and stationer, with his store carrying various associated lines, is blind to his own interests if he does not get after his share of this profitable trade in the most aggressive manner possible.

NEW ISSUES OF MUSIC

In the Berner's edition of Joseph Williams, Limited, the London publishers, comes a book of Chopin impromptus and Books I. and II. of Ernest Newton's elementary studies in transposition. Other new issues include a cradle song, entitled "Sweet Dreams Form a Shade," words by William Blake, music by Charles H. Lloyd, and six characteristic pieces for the pianoforte by E. Markham Lee, comprising "Dream Fancies" (valse), "The Goblin Walk," "A Sunny Morn," "The Wind in the Trees," "Polly's Lullaby," and "March of the Sprites."

"FATHER AND SON"

Readers of BOOKSELLER AND STATIONER no doubt noticed the reproduction of a newspaper advertisement of Sulmans, of Chatham, Ontario, in the last number. The editor was inquisitive as to whether the idea, "father and son," used below the name "Sulmans," was inspired by this same term used by Cyrus Townsend Brady, "father and son," in their recently published book, "The Web of Steel," and wrote the Sulmans in that connection, bringing forth the following reply:—

Dear Sir,—Regarding your article on page 36 of October BOOKSELLER AND STATIONER, regarding the business name which we have adopted, we were wondering if the Bradys had copied the idea from us. However, we are not at all jealous, and if they succeed as well as we are doing, they are to be congratulated. We may say that the thought of designating the firm as we do was suggested by a sign we saw some months ago during a trip over the Corderillas in Central America, where we saw a sign, "Wray and Nephew," perched on the top of an old wooden shack that resembled a very poor corn-crib in our country. We have taken your paper for years and appreciate the efforts you are constantly putting forward in the interest of the trade, and we are of the opinion that the Booksellers of Canada have an ideal trade journal.

BUSINESS GOOD IN WINNIPEG

Writing from Winnipeg, the Western editor of BOOKSELLER AND STATIONER states that wholesalers there have experienced a remarkable improvement in the demand for periodicals, magazines, and the cheaper lines of books, and continued slack until three or four months ago. The reading season is approaching, which no doubt has something to do with this trade revival, but there must be something more, because the approach of winter in 1915 did not see any improvement in demand. This is attributed by some to the fact that stuff is being sold on a non-returnable basis, and dealers are pushing goods, knowing that if they are not sold they are a total loss. Wholesale dealers in Winnipeg also report money coming in more regularly, and in larger volume.

How many Canadian Bookstores are Aggressively Developing Music Roll Trade? It offers a big field for getting additional and profitable business.

The question of the advisability of handling this line raises a point similar to that created by the situation in the talking machine trade which is dealt with elsewhere in this issue in an article on the place of the stationery store in the talking machine trade.

Perfection 88-Note Music Rolls 35c, 3 for $1

The music here offered is cut in the rolls from the actual playing of America's best artists. A board of five noted musical critics, headed by Mr. Arthur Freidheim, have passed on every roll as possessing such merit as to warrant their inclusion in every library of Music Rolls.

Underneath the Stars; Ladder of Roses (Hippodrome); Are You From Dixie; A Little Bit of Heaven; Memories; Ragging the Scale, Good-Bye, Good Luck, God Bless You; When It's Orange Blossom Time in Loveland, Shades of Night; Sweet Cider Time When You Were Mine; Loading Up the Mandy Lee; Perfect Day Waltz, There's a Long, Long Trail; N.Y. Hippodrome March; Perfection March; Cumberland; They Called it Dixieland; Rackety Coo; Baby Shoes; Quaker Down in Quaker Town; My Mother's Rosary; I'm Goin' To Go Back To Oregon; I Sent My Wife to the Thousand Islands; Pierrot & Pierrette Waltz; I Want To Go; Cigarette Tango; You're a Dangerous Girl; Mother; Cecile; Evelyn (Pom Pom); Where Did Robinson Crusoe Go?

Hawaiian Music — My Honolulu Hula Girl; Drowsy Waters; Hawaiian Melodies; My Own Iona; In Dreamy Hawaii; Hello Hawaii.

Equal to any 50c to $1.00 Music Roll on the Market.

The College Book Store

Phone 919 **Open Nights** **160 Princess St.**

Christmas Lesson in Card Writing Course

Number 21 in the Series—Some Good Pointers for Practical Use in Producing Show Cards That Will Help to Sell More Goods.

By R. T. D. Edwards.

WITH the Christmas season almost upon us, and with the knowledge that fancy decorative Christmas cards will be needed to be placed on merchandise throughout the store, let all us cardwriters strive to prepare our work to avoid as much as possible that eleventh hour rush.

We all know how much work we will have in hand with fancy window backgrounds to get out, windows to trim, with stores to decorate, with extra efforts in newspaper advertisements, and with extra rush of customers; so it behooves us all to prepare now, and without delay, our cards and style of lettering while there is time to think with a good clear brain.

There are many ways in which we can avoid congestion of our work in the cardwriting line. One is, if you intend to use a certain style of lettering, get at it and



practice until you have it in your mind's eye and able to form all the letters without reference to a chart.

Another is to have many cards designed already to letter. Cards with Santa Claus' smiling face in the corner, cards with sprays of holly and mistletoe, cards with Wintry scenery which suggest the festive Christmas season and Old St. Nick with his prancing reindeers. These are only a few suggestions, which, when worked upon cards, impart that spirit of gladness which puts the customer in a better frame of mind to do their Christmas shopping.

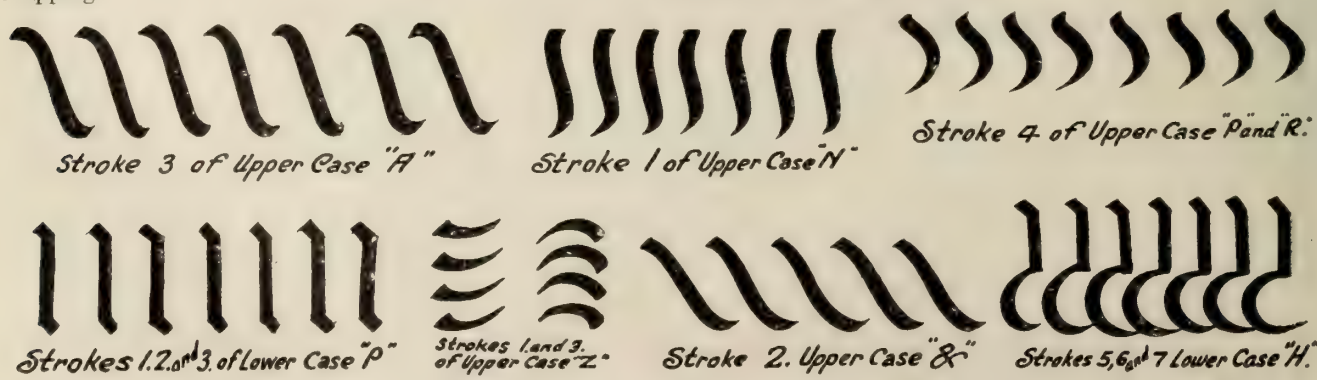
To get these ideas it is necessary to collect every kind of Christmas material you can find. Many cardwriters save designs from year to year, taken from magazines, newspapers, Christmas cards and books of all sorts, and have these to refer to when an idea is required. If these are not obtainable, a search in the advertising office will reveal good material. If a suitable cut is obtained and only a few cards are wanted, the cut can be stamped on the card by first inking it off a pad, then placing it in the desired place on the card. Tap all over the back of the cut with a hammer. This will leave an impression visible enough to trace over with pen and black waterproof ink. When the ink is dry, color with transparent water colors in the natural shades.





From picture post cards one can obtain many pretty sprays of holly that when cut out carefully and pasted on the corner of a card make good showcards.

The design around the chart shown in this lesson is a good one, which can be used for showcard purposes. This should be sketched with pencil first, then drawn with pen and black waterproof ink and then colored with transparent inks in natural holly colors.



Practice Exercises—Fig. 1.



There are some things which should always be kept in mind when making fancy cards, such as these. Don't put too much on it. When the card looks well enough leave it alone. Cards with little sprays of holly in the corner look better than a card with Christmas designs around the entire card, no matter how good the art work may be.

The lettering lesson this month is a modernized Old English. As you all know, Old English is a very difficult one to read quickly, and that is the reason it has never been extensively used for commercial advertising, but many artists leave out a number of the lines and curves. They just take the main part of the letter. This gives a clear, readable letter without losing the characteristics of the Old English alphabet.

In the chart shown there is a collection of letters which may be called modernized Old English, and I think that you will agree that they make a better card for modern merchandise advertising than do the older type. "Read as you run" must be the cardwriter's motto.

THE CHART

"A" is a four-stroke letter. Care must be taken to get this letter balanced up evenly. Strokes 1 and 3 should be at the same opposite angles.

"B" is a letter that requires much practice. Special attention should be paid to strokes 4, 5 and 6. Put them together to appear graceful.

"C." This letter is not so difficult to form as the "B." Note how stroke 1 sweeps under and projects out beyond the other part of the letter.

Stroke 2 of "D" you will find to be the most difficult in that letter. It requires much practice and if a good suggestion for the practice, exercise.

"E" and "F" show similar formations and have the same number of strokes. These letters can be made very quickly because all strokes have the same sweep to them. Stroke 5 of "F" is made shorter than that of "F."

The "G" shows much the same formation as "C," with strokes 5 and 6 added.

"H" is made in many forms, but this one is selected because of its gracefulness. Strokes 1, 2 and 3 make excellent food for practice work. Note the relation stroke 4 has to the two outside parts of the letter.

The only difference between "I" and "J" is in stroke 3. In these two points the letters must be made to differ pronouncedly, so that one won't be mistaken for the other.

The "K" is a nice letter to make. See that stroke 5 does not extend to the right any further than does stroke 6. Note how often strokes 1, 2 and 3 appear in other letters.

The "L" is the same as the "E," with the centre stroke left out.

"M" is made in many varieties. This makes a good, readable letter. Note the round finish of stroke 9 instead of the square.

In "N" we have the combination of strokes 1, 2 and 3, which so often appear in other letters. Practise these often.

The "O" is an interesting letter to make. Note that the beginning of stroke 4 is made straight before it starts to curve. Stroke 2 must be at right angles with the guide lines.

"P" is made of 5 strokes. Strokes 4 and 5 are good ones to select for practice work. You will find that this letter needs a lot of attention so as to make it appear graceful.

"Q" is a reputation of "O" with stroke 5 added.

The "R" shows the same number of strokes as the "P." Note that stroke 5 projects slightly more to the right than does stroke 4.

"S" is said by beginners to be a stumbling block, and there is no doubt that it needs a good bit of attention. The difficulty is in placing strokes 1 and 2 together, so that they will appear graceful. Stroke 4 should not extend as far to the right as does stroke 2, and stroke 3 should be about even with that of stroke 1.

Stroke 2 of "T" needs much practice, as it is the only appearance of this stroke throughout the alphabet.

All the strokes of "U" are shown in other letters. Note how close at the top of the letter strokes 1 and 3 are placed.

The "V" shows a reverse of "A" with stroke 4 omitted. Care must also be taken to get the strokes 1 and 2 at the proper angles.

"W" shows a nine-stroke letter. Stroke 1 shows a little variety in the beginning.

"X" is not a difficult letter to make, but nevertheless you will find much practice necessary before it can be made properly. Stroke 2 is made with the narrow side of the brush.

This is only one of the many forms of "Y" that are used in modernized Old English. Note the graceful appearance of the entire letter. The join of strokes 4 and 5 should be made so as to appear as one continuous stroke.

"Z," while not used as often as the other letters, its formation should be known off by heart.

The sign "&" is one that is used every day in the daily work of a cardwriter. This is only one of the many good forms that can be made.

The word "Modern" shows different style letter formations which are only examples of different varieties of letters.

Lower Case

The lower case alphabet shows much the same straight line strokes, with very little curve, so they need little or no explanation.

Follow the numbers indicated, and draw the brush in the direction the arrows are pointing, and you should find little difficulty in mastering them.

The lower case letters should be kept as plain as possible because they form the body of the words, and the plainer letter makes the word more readable.

Practice Work

The student must never forget the importance of practising the various strokes, especially when a new alphabet is taken up. The strokes of the modernized Old English lettering are somewhat different to those shown previously in these lessons. Pick out the strokes that are the most difficult for you to make and practise them as suggested in Fig. 1, only practise them many times more than is here shown. You will note that combinations of strokes are shown to be practised together. This is especially good exercise. These with practice can be made without lifting the brush off the card.

As in all other lessons when brush stroke letters are taught, it is absolutely necessary that you keep the brush with a flat chisel point in order to get the desired effect that this type must have. Fill the brush first with color and then work out on a piece of waste card or glass to a good working flat point.

It is a good practice to have a few greeting cards around the store, placed in prominent places so that they may be read by the customer. These should be more decorative than the ordinary merchandise card. These can be made up in very attractive designs and colorings. Different wordings can be used as follows:—

"We extend to our many customers a happy and prosperous New Year."

"To one and all a Merry Christmas."

"We wish you a Merry Christmas and prosperity during the coming year."

"Remember the soldier boy. Ask about our Xmas Overseas Boxes."

The card, "The Season's Greetings," shows a very decorative design. The black outlines are made with black waterproof ink. The background, which appears grey, can be made any pale neutral shade. The holly and poinsettia are of natural colors. The circle is of bright red with darker red spots. The lettering is of a semi-script formation. It is outlined with a stub pencil and filled in afterwards. This type is shown for a variety from that shown in the lesson, but the modernized Old English is just as effective.

The accompanying card illustrates the use of the alphabet shown in this lesson. This card is an example of a good Christmas card.



Two popular bags illustrated here. The top one of dull pin seal with art-craft work called "Tokio" leather ornamentation, has a neat strap handle on the under side. The satin bag is a "beauty." It is lined with white satin. Bead motif and long tassel are topped with a rich blend of colors, ruby, olivine, crystal and emerald.

Why Business Men Fail

An Analysis of the Reasons Which Account for Failure — How Some Successful Business Men Have Managed to Overcome Their Weakest Points.

AN article appears in *System*, the Magazine of Business, under the title "Can we explain why business men fail?" It deals very comprehensively with the elements that make for success or failure and, although the points adduced do not always bear on direct retailing problems, the whole article is of such vital interest for the merchant that it is reproduced herewith:—



Business is full of contradictory legends of its men of genius; of amazing judges of human nature; men who followed one idea through life—had a thousand; managers who labored "like horses," attributing their success to good old-fashioned hard work — and others who won as by a flash of insight; men who rose by sheer hanging on—and others who showed their gift by making a complete change after forty. How much of it, when all's said, holds good? What personal qualities actually distinguish the man who goes marching up through achievement after achievement from his desk neighbor who cracks under the responsibility of guarding a ten or twenty thousand dollar investment?

Broach this question and you have the ear of every manager, everyone who is employing, using—attempting to develop—other men. For you are not merely dealing with a side of business which is still in the stage of tradition—you are tackling the inmost mysterious question of personal efficiency. And the reasons for success or failure, the chances of the game and the run of the cards, make poker seem mathematical by comparison.

Every man in business who expects to be a general officer—and every group of men in control of a great enterprise—is effective in proportion as he or they show a blend of personal qualities that meets all the needs of the business and checks whatever weaknesses exist. What, in the opinion of practical business men, should this blend include—and how can an employer develop it in his men?

Marshall, the English economist, says that promptness, judgment, resource, carefulness, and steadfastness of purpose are the chief materials of which business ability consists, rather than any specialized skill or craftsmanship. Having these qualities, he asserts, a man should not only rise rapidly in one line, but may change to a quite different business and continue successfully. I have recently been working with a man who illustrates this belief. At forty he is king pin of three successful corporations making quite different products. He has never had any "specialized skill," but the five prime qualities Marshall names are certainly native in him.

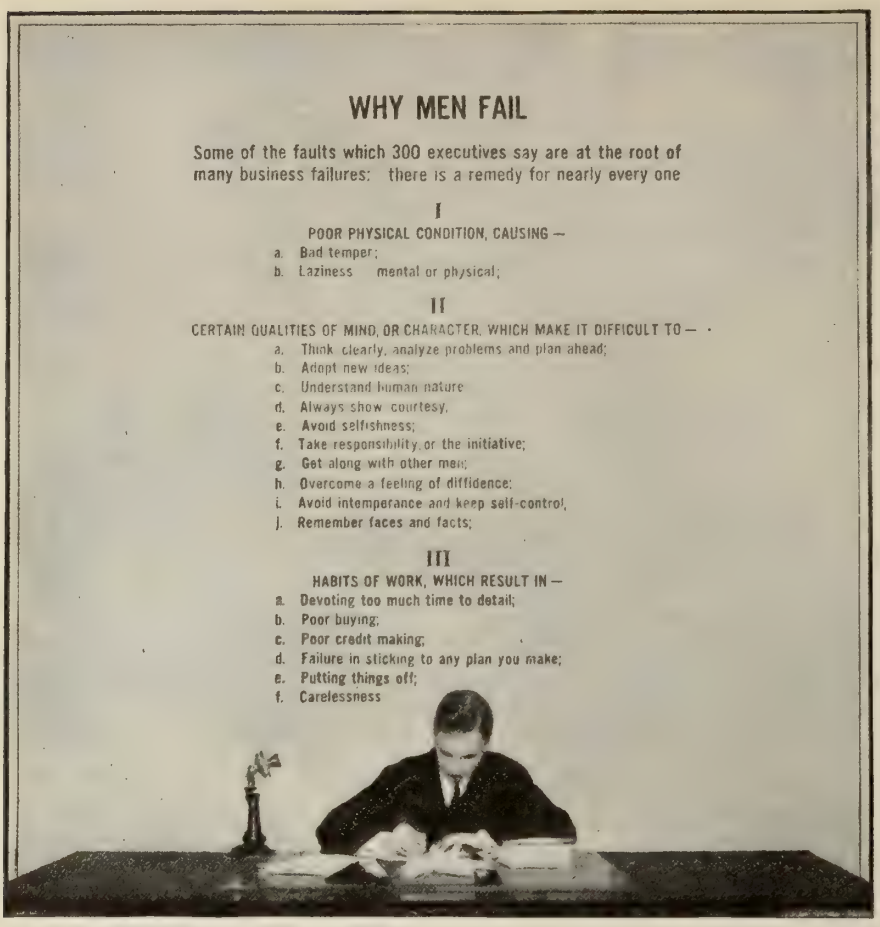
These causes of failure split roughly into three classes. A few of them, such as "laziness" and "bad temper," may go back to poor physical condition. Others, such as "guesswork," "lack of study," "untrained employees," and "lack of system," are probably mere habits of work. But most of the troubles, after all, strike deeper; they are plainly mental kinks of flat sides on the wheel of character. Here is an abbreviated list:—

Suspicion.
Lack of decision.
Failure.
"Do it to-morrow."
Over-indulgence.
Conceit.
"Nobody can tell me anything."
"My grandfather did it this way."
"I never learn from others."
"My mind is made up."
Indifference.
Carelessness.
"My theory would have worked, but—"
Temptation.
Misuse of credit.
Stubbornness.
Poor memory.
Poor supervision.

Every manager will recognize in this list many a little blue devil that spoiled a good man for him. But will he apply the set to himself? Will he take seriously any of the similar lists which various efficiency "fans" have put into print?

Boyd Fisher has been reminding factory managers over at Detroit that "a stream can rise no higher than its source." "I am convinced," says he; "that one-third of the average manager's time is properly taken up with the effort to improve his thinking, his work habits and his health." So thoroughly does *System* believe in this new item of "manager maintenance" that it asked the three hundred men who contributed to this series some very frank questions about their own mistakes and successes, and about their most valuable men. The replies are at least interesting, as showing what the actual heads of concerns and departments think about business ability. Coupled with careful character studies which were made by members of *System's* staff of many prominent business men during extended interviews, they may be more than merely interesting.

The first thing that is evident from a survey of these thousands of replies is that business men are not stopping with outward efficiency—mere time schedules, filing schemes and desk methods. They are going even deeper than questions of health, help and social life—though they have some things to say about this side of efficiency which might warrant an article. Beyond question, they are directly and earnestly engaged in the tedious, rather abstract work of further balancing up their own faults and developing their personal powers.



Best Ways to Remedy Common Faults

Four questions were asked by *System*, with the purpose of showing up business men's weak points, indicating their most valuable qualities, contributing suggestions on how to pick men of calibre and how to strengthen oneself or one's associates. The questions were:—

(1) What blunders do you observe men in business making most frequently and what qualities do they seem to lack?

(2) Think of the three best men in your business—what qualities brought them promotion?

(3) How would you train a son of yours to take your place and go ahead with the business?

(4) In yourself, how have you strengthened the business qualities that seemed weakest?

Practically half of those who answered the first query put at the head of the list the inability to think, to analyze, to exercise judgment — or narrowness and unwillingness to see more than one side to a question. Sometimes the charge is put in a general way, as: "feeble thinking," "snap decisions," "arguing," "doesn't cut to the core of a problem and settle that," "fails to eliminate non-essentials," "fails to understand basic conditions," "not making a thorough study of the problem," "not getting a broad view," "seeing only his own side," "not seeing all sides, including the customer's, and deciding for himself," "inability or unwillingness to adopt new ideas."

Other men suggest how this inability to think works out in particular cases they have observed. "Never know they are losing ground," says one. "Lack of observation," writes another. Lack of foresight, working too much in the present, ignoring suggestions of subordinates, not reading what other men have learned, not recognizing that a working force must be educated before it can do intelligent work, not recognizing when they (salesmen) have closed their argument, and lack of judgment due to over-enthusiasm, are a few of the pertinent answers.

That men in business still hang on to detail too closely is a common criticism among those brought together by *System's* investigation. One answer in twelve included this point. "The manager confines his attention to one or two departments and neglects the others," one executive said emphatically. "Too much routine—failure to take advantage of the brains of the staff," wrote another. "They don't 'let George do it,' while they keep a steady hand on the pulse of things," runs a third reply.

Human Nature With Success

Knowledge of men is always attributed to practically every one of the famous old-time heads of big enterprises, such as railroads and packing industries, and the lack of it was mentioned many times among the replies as one of the serious defects in ambitious men. That business men too often do not analyze themselves, that they fail to appreciate the all-important viewpoint of their customers, that they neglect the rights, feelings and suggestions of inferiors, falsely estimate the strength of those whom they make their opponents, and do not bring out all that is in their help, are some of the explanations of failures given by the men who answered *System's* questions.

"A florist failed," says a university professor by way of illustration, "because he attempted to run a small-town business on the city plan of separating green house from store, and invested too much in novelties which did not sell out clean. He was probably driven to these illogical expedients because he had failed to understand people. He had been economizing, for instance, on inefficient help, and had handled his credits in such a blundering way as to offend many good 'risks' without dodging the really bad accounts."

Blunders in buying and credit making are frequently mentioned among the answers, but the inability to read people seems to be the underlying fault in most of the cases. "Men are too free with credits," says one; "poor buyers," writes another. "Too sympathetic"; "too lenient"; "try to sell something scarcely anyone wants"; "pay more attention to selling than to buying and collecting"; "advertise themselves instead of their goods"; "cater to their own tastes rather than the public's"—several men suggest.

Some of the criticisms offered take an even more frank tack. That business men lack courtesy is acknowledged by several. One believes they can not say "No!" as they should, and another that they say it too easily, when a salesman has something worth their attention. That they are often not suited nor prepared for the positions they try to fill, yet have exalted opinions of themselves and readily take on things outside their specific training, is the observation of a number. This happy-go-lucky way of doing things expresses itself, according to one executive, in "poor and illogical organization," and particularly in departments rooted in tradition, where undefined zones of work keep men clashing and jealous.

Cultivate the Point of View of "the Other Fellow."

"Acquisitiveness," the character analyst will tell you, is essential to success in business. "Selfishness," according to four men who answered this question, is a common handicap to men who otherwise might go high. "Business men too often have ignoble aims," says one

executive. "We all overreach ourselves at times," a high official told me. "Poise and self-confidence are fine things," commented another, "but it is easy to be so self-centred that you fail to give customers the enthusiastic attention and deft service which will bring them back in a buying state of mind. In fact, many houses 'barely exist' simply because they have never got acquainted with their true selves."

How the positive of this quality can be developed is told by an automobile dealer out in Iowa. "Just think of the other fellow and you'll succeed," he writes. "I was weak in my ability to meet men. So I have practised this. When a customer comes in, I go and shake hands with him and tell him, 'Gee but I'm glad to see you'—and I've trained myself not only to feel that way, but

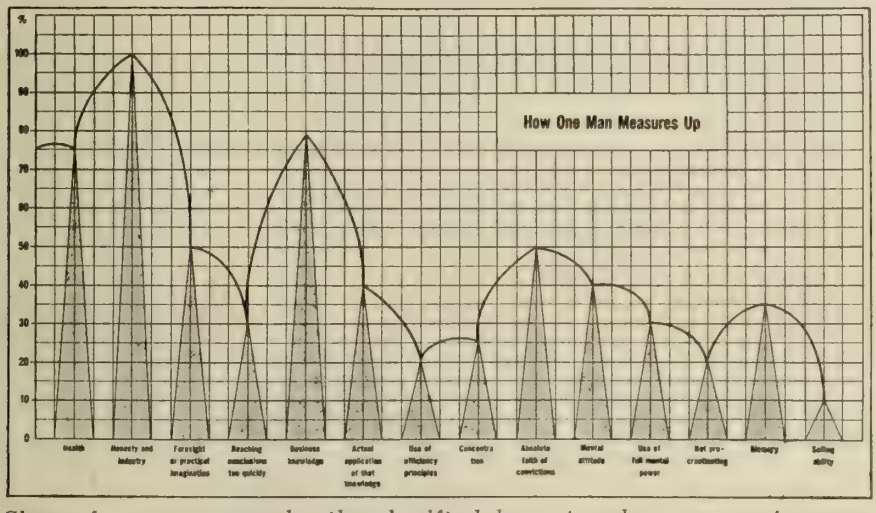


Chart of a young man who, though gifted, has not made a very great success. The reason is found here.

to speak in a tone that absolutely convinces him I am in earnest. A customer told me just recently: "I always come to your store first when I am in town, because you make me feel so welcome that I have to, whether I need anything or not.' "

How much these qualities may add to the total of a man's business power may be debated, but there are three other criticisms among those brought together by System which are fundamental: that men fail to measure up to the calls of business because they lack (1) carefulness; (2) concentration; (3) responsibility. "Business men do not know their costs"—"are careless and ignorant of figures"—"often overdraw their accounts in sheer ignorance" — "are too lenient with those who owe them"—these are some of the charges.

A half dozen men among those who replied to System's questions emphasized the first of these points: that men cannot concentrate, or as Marshall has it, lack "steadfastness." "They cannot keep up a sustained effort"; "allow themselves to become distracted"; "cannot hold themselves to the rules of health and time and study they lay down"; "neglect the necessity of experience"; "become perfunctory"; "have not the imagination essential to the creation of great enterprises" — these are some of the observations on this subject. And judging from System's extended contact with many business men, no criticism apparently comes nearer home.

Did Not Like to Take Responsibility

I was sitting recently with the head of the foreign department of a bank when a young business man came in and attempted to persuade that seasoned financier that the bank rather than he should take the risk of a certain international credit. The debtor house had repeatedly been a customer of his, but the bank had never heard of it. The banker tried to laugh the young fellow out of the idea that the bank, a total stranger, could pass credit on a risk he was unwilling to assume. But when we were alone again, the banker threw up his hands impatiently. "Why is it," he exclaimed; "that business men will not accept the responsibilities which belong only to them?"

How Some Executives Train Their Assistants

It is a criticism that bobs up again and again among the answers to System's questions. The "boss," growing old, cannot find assistants who can and will see that things are done. Many men seem to take the position of working by the clock and waiting for orders. Among the excuses advanced by them, one may be sound; that the authority delegated them is often mere pretence. The general superintendent of one of the nation's largest steel mills told me with modest pride how he had developed twelve general superintendents out of his staff of young men. He seems to have no trouble finding men who will take the responsibility; but he gives them a load to carry and leaves them no doubt that it is theirs—to handle or to drop.

The man who makes excuses — who seems unable to decide or act without being prompted—usually is in a mental rut that calls for the application of a shrewd psychology by his superiors. It may be laziness or dullness that makes him hang fire; but plain fear, several executives charge, is often the bottom trouble. "Druggists are afraid," says a druggist, who by working along original lines has in a decade built a struggling store into a flourishing one. The ability to trust oneself to disregard the conventional method, to see straight and act without looking behind you for backing, is a scarce article—but one that grows with each success and each bit of encouragement.

"There is too much conferring and not enough trusting to the initiative of well-chosen department heads," conclude two successful executives. Observations suggest that business men do not yet value as they should the interchange of ideas—the efficacy of "talking things out in committee." But the idea some men have that a conference must vote every time it assembles is pathetic. Only by carrying greater and greater weights can a man develop his ability to handle steel or concrete; only by assuming increasing responsibility can men grow in initiative. And the demand of a business for quick action on hundreds of matters usually finds the committee method too cumbrous as well as too vague. Everybody's business is still nobody's business.

The same two points that stand out as criticisms lead the list of reasons for promoting men assembled as a result of investigations: (1) ability to think and plan; (2) ability to take the initiative and assume responsibility. "Constructive initiative coupled with the application of good common sense, added to whatever native abilities a man may have, 'make good'—and deserve it," one manager writes. "Resourcefulness in emergencies" is a special statement of the same idea.

Some of the Qualities

Loyalty to the business ranks very high—but it is still the kind of loyalty that begins at the bottom, works through all departments and spends long hours in the business or in special studies bearing on it. Tact, diplomacy, affability and knack in handling men ("especially union men") are other much-sought qualities. Enthusiasm, honesty, steadiness and energy or "interest" or "alertness" evidently have a live market. "Desire for authority and responsibility, backed by sufficient will power," is the less perfunctory way one manager has of expressing the ambition he must see in the man he advances.



Books

CANADIANA

PICTURES PIONEER LIFE

"The Trail of Love," by W. D. Flatt, of Hamilton, Ontario, deals with the pioneer days in the counties of Wentworth and Halton, portraying in simple language the lives and experiences of those Godly-minded men and women who, while they struggled to wrest from nature a living for themselves and their families. They lived close to Nature and Nature's God. The book should be of historical value because it pictures from first hand sources the lives and activities of the sturdy men and women who laid the foundations of Canada.

* * *

CANADIAN WOMEN

The six chapters of Marjory MacMurchy's book. "The Woman—God Bless Her," are devoted to studies of women of Canada. Two hundred and fifty thousand Canadian women belong to national organizations; three hundred and sixty thousand are in paid occupations; between five and six thousand are graduates of women's colleges. In the home—in the country—the Canadian woman is face to face with a new problem—what work is she to do in the world?

The purpose of this book is to point women toward the proper recognition of their work in war and reconstruction.

* * *

ROBERTS' NEW BOOK.

The animal stories of Charles G. D. Roberts are always popular. Boys and girls, young men and young women, and old men and old women like them. Roberts is not a class author. He appeals almost equally to readers of all classes. This fact makes the announcement of a new book by him of general interest. The Secret Trails is a collection of six or eight typical Roberts stories of the wilds—bears, boars, birds, dogs and a variety of other creatures of field and forest. There is a certain freshness to all that Mr. Roberts writes, an absence of affectation and a real sympathy with animals which make his dramas of their lives very delightful reading.

* * *

BROOKE'S IMPRESSIONS OF CANADA

"Letters from America," by Rupert Brooke, comes from McClelland, Goodchild & Stewart, being a volume of descriptive articles contributed two years ago to the "Westminster Gazette," four written from the United States and nine from Canada. To these are added an article on Samoa and a study called "An Unusual Young Man," both of which appeared in the "New Statesman" at the outbreak of war.

BEST SELLING BOOKS IN CANADA

Fiction.		Points
When a Man's a Man	Wright	204
Just David	Porter	84
Seventeen	Tarkington	78
World For Sale	Parker	64
The Heart of Rachel	Norris	50
Mr. Britling Sees it Through	Wells	30
War Books.		
First Hundred Thousand	Hay	100
Kitchener's Mob		80
Germany in Defeat	D. E. Souza	20

Marshall Saunders, who gained international fame a score of years ago with her great dog book, "Beautiful Joe," and who this year is represented among the notable new books with "The Wandering Dog," is a resident of Toronto and a native of the Annapolis Valley in Nova Scotia.



MARSHALL SAUNDERS.

Although she has lived most of her life in cities, she lives in imagination still in country places. Her father, the Rev. Dr. E. M. Saunders, is also a native of Nova Scotia, and has gained literary fame as an historical writer.

Marshall Saunders' education begun under her father's care, was continued in Edinburgh, and later at a school for girls in Orleans, France.

Although "Beautiful Joe" was her outstanding success, its sales running over the half million mark, she has been successful with other books, including "My Spanish Sailor," "Daisy," "Tilda Jane," "The Story of the Gravelys," and others.

Paul Tomlinson is the author of a fine new boys' story of a canoe trip through Canadian lakes, its title being "The Strange Gray Canoe."

* * *

An admirable tale for girls is "Three in a Camp," by Mary P. Wells Smith, telling of a summer spent in Canadian woods.

* * *

H. A. Cody's book, "Rod of the Lone Patrol," is a wholesome story of ideal home life.

* * *

LADY CONNIE

Mrs. Humphrey Ward's new novel, "Lady Connie," is a love story in which the hero, Douglas Falloden, consumed with jealousy because Lady Connie, the girl he loves, has danced all evening with Otto, a young Polish musician, subjects his rival to a hazing, with disastrous result to the musician's career. Around these three—lovable, tenderly appealing Lady Connie, arrogant wilful Douglas Falloden, and delicate, temperamental Otto—the author has woven a novel dealing with the passions, longings and bigness of the human heart.

* * *

The Copp Clark Co. report as their best selling books for the past month, "Tish," "Big Timber," and "The Wandering Dog."

* * *

MORNING FACE

Gene Stratton-Porter's first book for children was at first intended for only "one little girl with a face of morning," her granddaughter. To this may be due the unusual charm of "Morning Face," a book of prose and verse, word pictures of buds and flowers and out-of-door life. The volume is illustrated with the author's own nature photographs. Published at two dollars, it is an elaborately gotten up volume and is a meritorious addition to the fine list of books which this popular author has given us.

A novel with a setting of war interest, has been produced by Agnes and Egerton Castle. The title is "A Little House in War Time."

* * *

"Blood and Iron," by Wilson McNair, is a book of impressions of the front in France and Flanders, and gives vivid pictures of the horrors of war, and graphic stories of peaceful countries desolated by a savage and ruthless foe. It is the work of an actual eye-witness of what is set down in the book. "Wilson McNair's" is well known by reason of his contributions to an influential paper as "special correspondent."

* * *

One of the most surprising and thrilling narratives produced by this war is Alexander Aaronsohn's "With the Turks in Palestine."

* * *

"Germany in Defeat" is a strategic history of the first phase of the war, the work of "Count Charles de Souza and Major Haldane Macfall. The book contains twenty campaign maps.

* * *

Anna Katharine Green gives further evidence of her exceptional ability in the writing of mystery tales in her new volume which presents two stories, "To the Minute." and "Scarlet and Black."

* * *

"Witte Arrives," by Elias Toberkin, is a story of a family of Jewish immigrants, especially of the youngest, Emil, who works his way through hardship and suffering and—at last—"arrives." As a picture of the immigrant and of Jewish family life it is sympathetic and true and shows remarkably their assimilation into American life, their absorption of American ideals, their unswerving patriotism and appreciation of the opportunities offered them.

* * *

"The Adventures of Prickly Porky" is a new volume in Burgess' Bed Time Story Books.

* * *

"Thinking as a Science," by Henry Hazlitt, essays to show that a mind can be made efficient, just as a body can, by care and exercise. He indicates concrete methods which will increase thought power and tells how and what to think.

* * *

One of Hamilton's booksellers is not only a merchant, but also a poet, for after having a copy of Jennie B. Williams' "Us Two Cook Book" bound for a wedding gift, he had the following lettered inside:

"I've dined with Fred,
I've seen him eat,
His appetite is hard to beat;
It's up to you to feed him now,
This book may help to show you how."

* * *

There is in course of publication a notable collection of cartoons by a no less distinguished artist than Cesare of the New York *Evening Post.*



A view from Duncan Armbrest's book, "The Beech Woods."

TWO STIRRING WESTERN TALES

Jackson Gregory's novel, "The Short Cut," just published by McClelland's, tells about Arthur and Wayne Shandon, who own a ranch which includes a mountain lake and a small river. Arthur is killed, and as he had quarrelled violently with his brother the night before, suspicion is directed toward Wayne. Financial complications, real old-fashioned villains, a great horse race in which Wayne comes out victor, and last but not least, the beautiful Wanda, the daughter of the capitalist of the section, all go to make up as thrilling and entertaining a romance as can be imagined.

B. M. Bower gives further proof of her ability to produce good, readable and highly exciting stories of the West in her new book, "The Heritage of the Sioux," just published by McClelland, Goodchild & Stewart.

Action and adventure there are a-plenty in this tale of the "Flying U" boys in New Mexico, in which a fake bank robbery for film purposes precedes a real one for lust of gold; and the Happy Family, sworn in as deputy sheriffs, follow a trail through miles and miles of arid desert in quest of the robbers, only to encounter instead a band of frightened Navajo Indians who might have annihilated them if Luck Lindsay hadn't understood sign-talk. And finally, when their search succeeded, Annie-Many-Ponies, daughter of a chief, showed her Sioux heritage and Ramon Chavez received his just deserts. It is a strong, emotional story that will appeal to this favorite author's many readers.

* * *

F. J. Gould, well-known in England as an educationist, has written a collection of ethical appreciations under the title of "Worth While People." This volume has come to the editor from Watts & Co., of London, England, together with another new book entitled, "The Spanish Inquisition," by C. T. Gorham, which is believed to be the only compendious account in English of the constitution and working of that notorious institution.

* * *

A DELIGHTFUL NOVELETTE

A thoroughly charming novelette, recalling in its spontaneity "The Kentucky Cardinal," is L. H. Hammond's "In the Garden of Delight," which has just come from T. Y. Crowell Company.

Its freshness lies in the excellent manner in which life is met in all its phases. There is no deep problem underlying the romance between the hero and the heroine. Their love story is beautifully observed and unaffectedly told, and the reader is left with a wholesome, happy feeling that God is in His Heaven and all is right with the world.

Apart from the story, this book is fraught with some of the most delicate nature descriptions; they are comparable in their minute observation of every changing mood in Nature to many passages in the Journals of Dorothy Wordsworth.

* * *

DETROIT AND TORONTO

In Detroit one finds that while the bookshops are possibly more artistic than Toronto shops and appeal in a very inviting way to one's purse they are selling much the same books. Curiously enough, war books there are selling more than fiction and the only book not seen in Toronto stores is Fritz Kreisler's "My Four Months at the Front," which has had quite an unusual sale.

* * *

James W. Fisk, author of "Retail Selling," a recently published volume, has just accepted the position of sales manager of the retail service and business systems department of the Associated Advertising Clubs of the Words.

* * *

Many booksellers followed with interest *Life's* Short Story Contest. Eighty-one of the prize stories have just been published in book form, with an introduction by Thomas L. Masson, the editor of *Life*. It cost *Life* $12,000 to collect these stories; the dealer can retail them for $1.25.

* * *

FROM THE HOUSE-TOPS

The thousands of friends of George Barr McCutcheon who welcome all that comes from his prolific pen will enjoy "From the House-Tops," recently put out by Briggs. It is a strong story of modern life interviewing the development of a character and a strange love story, presenting vital human interests by means of a strong plot, affording inspiration and absorbing entertainment. It will be provocative of discussion on some of the important questions which it raises. The book is illustrated by F. Graham Cootes.

* * *

"LEVI STEAMCOCK"

Stephen Leacock has fresh laurels added to his crown by Cyril Maude's presentation of "JEFF," the transplanted Cockney who enlivens the Canadian town of Maraposa by his rich humor. Apropos of Mr. Leacock's humor an amusing story was told to BOOKSELLER AND STATIONER to the effect that privately and for the edification of his intimates he refers to himself as Levi Steamcock.

* * *

Mark Twain's Works, according to the authorities of the New York Public Library, are issued in many languages through their circulation department. There are little Russian and Polish translations of "Huckleberry Finn;" twelve titles in German; six in Hungarian; five in Bohemian, and other stories in Danish, Finnish, Italian, Spanish and Swedish.

* * *

TAGORE

Almost coincident with the arrival in America of Rabindranath Tagore, is the appearance of an edition of his works, including all of his published volumes:—

Chitra, a play in one act, dealing with the feminist movement in India;

The Crescent Moon, a volume of child poems;

The Gardener, his love lyrics;

Gitanjali, religious "song offerings";

The King of the Dark Chamber, a play, one of his most popular;

The Songs of Kabir, religious poems, somewhat similar to those in Gitanjali;

The Post Office, a play;

Sadhand, an essay on the realization of life.

Tagore's new book, The Hungry Stones and Other Stories, the first of his fiction to be issued in this country, will also appear shortly in the same edition, as will Fruit Gathering, a sequel to Gitanjali.

* * *

TANKS

H. G. Wells is indeed a prophet. Everyone is talking about the all-triumphant and terrible "tanks" which have scared the Boches and brought joy to the hearts of all the Allies, to civilians and military alike. It is, therefore, interesting to know that Mr. Wells foretold the coming of these weird monsters in a story he wrote some

ten years ago. It is entitled "The Land Ironclads," and appears in "The Blinded Soldiers' and Sailors' Gift Book," and a very thrilling and interesting yarn it is. "The Blinded Soldiers' and Sailors' Gift Book" is the artistic and popular volume published for the benefit of blinded heroes at St. Dunstan's, Regent's Park. H. G. Wells' story of the "tanks" should cause a big demand for the book containing it, and all purchasers will know that they are directly helping a good and worthy cause.

* * *

PRUSSIANS IN POLAND

"How the Prussians Came to Poland" is an account of the horrors of war during the invasion of the Russian province. The author, the Marquise Laura de Gozdawa de Turczynowicz, is by birth an American (she was Miss Laura Blackwell), and by virtue of her former citizenship was able to escape to America with her children. Her husband is a Polish agricultural scientist, now Inspector-General of Sanitary Service in one of the Russian armies. The author was in the thick of the experiences she describes.

* * *

A volume shortly to appear is "The Germans," by J. M. Robertson, P.C., M.P., author of "The Saxon and the Celt, War and Civilization," etc.

The views on German evolution, both ethnological and sociological, set forth in this volume, are not intended to foster national antagonism. They were conceived and are now set down in the spirit of social science. They tend, nevertheless, to expose the fallacy of the Teutonic gospel of race, of that tribalism which attempts to differentiate and set apart the Germanic race as a race with characteristics and qualities superior to those of the other races of the world.

* * *

Y.M.C.A. AND THE WAR

"Told in the Huts" is a volume published entirely for the benefit of the Y.M.C.A. active service campaign amongst our soldiers, sailors, and war workers in all parts of the world, and every book sold will assist the Y.M.C.A. to continue and extend the good work they are doing for our fighting forces, by providing the men with the necessities and comforts, rest and recreation, they need so much, both at home when training and abroad when fighting.

Among the contributors are General Sir Robert Baden-Powell, Geo. A. Birmingham, Lady Rodney, the Hon. Mrs. Stuart Wortley, Annie S. Swan, Pett Ridge, and Joseph Hocking, to read which is to understand and appreciate. Much of the other literary matter has been supplied by soldiers and workers themselves.

The book contains six full-page illustrations in color, depicting stirring incidents of war, and about 100 pencil sketches in margins. These were prepared under somewhat tragic circumstances by the well-known military artist, Cyrus Cuneo, who died soon after they were finished.

* * *

MILDRED ALDRICH

Before the publication of "A Hilltop on the Marne," many of us had never heard of Mildred Aldrich, and one of the principal reasons for this is that Mildred Aldrich seldom talks about herself and makes precious little effort to let her old friends, and the public generally, know about herself and her work. She is an artist to her fingertips, and artists, real artists, as a rule, are not in the habit of advertising their own gifts and accomplishments.

To those who have read "A Hilltop on the Marne," these words will seem almost superfluous. But those for whom this treat is still reserved may be interested to know what they have missed and what they have in store for them. Miss Aldrich's new book is entitled "Told in a French Garden, August, 1914."

* * *

VON BUELOW'S IMPERIAL GERMANY

The new and revised edition of "Imperial Germany," by von Buelow, is the first book printed in the British Empire by license of the Comptroller-General of Patents under the Trading with the Enemy (Copyright) Act, 1916.

In the autumn of 1913, the copyright of "Imperial Germany," by Prince von Buelow, was acquired by Cassell & Co., for the British Empire. The volume was published in January, 1914. After the outbreak of the war, a cheap popular edition was issued, and eight impressions were printed.

In the early summer of this year Prince von Buelow issued a revised edition in Germany, and negotiations were conducted for the purchase of the British rights in the new matter from a Dutch firm, who had acquired them from Prince von Buelow's publisher. This transaction became null and void through the passing of the above-mentioned Act, which vested in the Public Trustee the British copyright of all works published in Germany since August 4th, 1914. Hence the need for the license, which was duly granted on October 5, 1916.

More than one-half of the letterpress of the original volume has been re-written, and for the assistance of the historical student and the guidance of the general reader, the new passages are indicated in the present volume by brackets.

The introduction, by Prince von Buelow, is entirely new, and so are the two chapters on Militarism and the chapter on the Social Democrats. The latter part of the Conclusion, in which the author advances the argument that "dogmatic adherence to principles is mischievous," is also new.

* * *

WELLS AT HIS BEST

"Mr. Britling Sees It Through," recently published by Macmillan's, is at once H. G. Wells at his best and indisputably a most noteworthy novel on the great war. This is a double achievement of merit. No one but Wells could have written of Mr. Britling in quite the same way. He is the typification of the modern Englishman, the Englishman in pre-war days. He has all the complacency, the somewhat disdainful indifference to vital national issues which characterized the great majority of men in the British Isles up to August, 1914. "Mr. Britling Sees It Through" is the record of the cumulative effect of the consecutive unfolding of the terrible chapters of the first year of the war. The telling of the story is the detailed statement of the mental metamorphosis of the average Englishman by the hand of war. Mr. Britling lives in Essex (perhaps not far from Dunmow itself!) His village, Matching's Easy, in 1914 is calm and unruffled enough, a type of the British country village, quiet, torpid, pleasantly dull. But war changes all that as it changed the national face of all England itself. It vastly alters Mr. Britling. It carries him, in process of carrying his nation, from the old and false to the new and true. And a new Matching's Easy at the end of the book is index to a new England.

The novel is Wells at his best. It paints in great, broad sweeps the intimate and detailed features of a country as those features are changing. Mr. Wells's genius has never done better. His swift and amazingly accurate diagnosis of the mental illness of a set of people is masterly. All the divination and power of analysis

which the author brought to "The New Machiavelli" and "The Research Magnificent" he brings, tempered and developed, to "Mr. Britling Sees It Through" and here and there he breaks in on his searching character dissection with that quaint humor, quintessentially his own that he gave us in "Kipps" and "Ton-bungay."

This book brings the war home to one. Perhaps that phrase most nearly expresses it. From the heterogeneous hotch-potch of newspaper report as to the causes of and items in the great war one may turn to this book and learn the answer to a thousand questionings. Mr. Wells has talked plainly and directly in "Mr. Britling Sees It Through." The wayfaring man . . . . may not err therein.

A new periodical is the Canadian War Pictorial, being a photographic record of the activities of the Canadian army. The illustrations are in photogravure.

* * *

WAXWEILER'S LAST BOOK

"Belgium and the Great Powers," is the name of a book which comes from Putnam's, being the work of the late Emile Waxweiler, explaining and vindicating the neutrality of his native country. This eminent scholar was director of the Solvay Institute of Sociology at Brussels, and this book presents a thesis which it will be difficult for his opponents to disprove.

With calm, dispassionate judgment, he upholds Belgium's right to oppose the violation of her territory by Germany, citing with telling force the Treaty of 1839, and subsequent events of international importance, such as Lord Palmerston's action at the time of threatened French aggression in 1848.

* * *

"Taffrail" the anonymous author whose book "Carry On" had such a tremendous success in England, has written a new story of the Navy, "Pincher Martin O.D." The story is running serially in Chambers's Journal, and will be published in book form by The Musson Book Co., early in November.

* * *

Beckles Wilson's "In The Ypres Salient," a well written account of the gallant stand of the Canadians, will be published in a 35c volume.

* * *

"A SOLDIER'S SKETCHES UNDER FIRE"

A war book of strong and unique topical, military, and pictorial interest is in preparation, the work of Harold Harvey, a soldier artist of the Royal Fusiliers, formerly a trooper of the Hertfordshire Yeomanry, whose painting of a "Market Scene in Cairo," attracted a good deal of admiration at the Royal Academy Exhibition in 1909. Sailing for France within a month of the outbreak of hostilities, Mr. Harvey, after a brief detainment in Malta, served in the trenches till seriously wounded at Ypres. Invalided home, he brought with him a notebook crammed with pencil sketches, taken by him in face of the enemy and under fire, the conditions of French warfare affording him many opportunities.

* * *

PERIODICAL NOTES

"The Boys Own Paper" and "Girls' Own Paper" have advanced the yearly subscription price in Canada from $1.50 to $1.75 per year.

"The Designer" after January the 1st will be a $1 a year instead of 75c a year in the United States, and in Canada of course the postage will have to be added.

"The Outlook," beginning with this February issue, will increase its yearly subscription price to $4 a year, plus postage in Canada.

The Melancholy Tale of "Me," by E. H. Sothern, is a volume of autobiographic reminiscences of the celebrated actor. It is by no means to be taken simply as a conventional volume of reminiscences; it is a series of recollections, incidents, sketches, portraits, observations, some of them whimsical, some fantastic, some pathetic, so connected and interwoven as to come to a complete presentation of the author's career.



E. H. SOTHERN.

* * *

THE SAILOR

Being battered and beaten and wished dead hundreds of times in the first few years of one's existence would seem to make the fate of being shipped as a sailor to sail the China Seas not so bad a turn in fortune's wheel. But not so with 'Enery 'Arper, whose story is told in J. C. Snaith's remarkable novel, "The Sailor," published by Thomas Langton. His fear at the thought of the new life that he was about to enter, left him almost in a state of coma, and his regret at leaving his benefactor who had picked him up for dead and almost miraculously restored him to life was keen enough to have graced the mind of a philosopher. But sail he did, and many were his experiences, always making for his development despite the fact that his companions were often brutish and kindness was at a premium. And thus do we follow the fortunes of this boy, meeting the people he meets, sharing his experiences until finally we find him in London, penniless and looking for work. Then for the first time he seems to meet the people who can be of real service to him, and gradually but surely he climbs the ladder of success, round by round. Into these experiences is woven much of tragedy, of misplaced love, and love that cannot be expressed. But out of it all there comes a romance that is sure and lasting, and which proves to the Sailor to be the supreme experience through which he produces his best work.

* * *

Jack Tait, author of the new book, "Beef, Iron and Wine," is an author who has had a remarkable career. Fortunately in early life, when he seemed bound to become a "wharf rat," his prowess at baseball got him well placed and later he went to college, subsequently doing creditable work as a newspaperman, his "short story a day" performance on the Chicago *Herald* winning fame for him. They were most readable stories, as is "Beef, Iron and Wine."

* * *

The Emperor of Portugalia, the book which won for its author, Selma Lagerlof, the Nobel prize, is a tale of the transcendant power of a father's love, the alchemy that turned to fine gold that which before the world was dross.

* * *

"Games and Parties for Children," by Grace Lee Davison, is a creditable volume, providing a great fund of entertainment for boys and girls.

George Smithers is back in the ranks of book salesmen again, and will travel in Western Canada for the Musson Book Company.

Windsor's Public Library

Special Table for Soldiers—Books About the War Greatly in Demand—Popularity of Fiction—Story Hour for Children.

There is a special table for soldiers in the Windsor, Ontario Public Library with a shelf close by. The table is kept liberally supplied with stationery and is much used and appreciated by the men. Another small room, off the main shelf room, is kept for the use of girls and women who are working. The women of Windsor, having more opportunity, are devoting themselves to war work of various kinds more than perhaps in other Ontario cities and it is a boon for them to have this quiet room where they may drop in at noon after lunch for half an hour. Miss Macrae, the Librarian, notes the likes and dislikes of the girls and when they come in from day to day they find the book they are reading or what they want ready beside their comfortable arm chair.

War books are much in demand by the book-borrowers at this library. "The First Hundred Thousand," "Between the Lines," "Action Front," "Hilltop on the Marne," and "My Home on the Field of Honor." have been prime favorites. Fiction appears to be read more than in Toronto proportionately, although the booksellers do not report a very brisk sale of the new books. The Library has not noticed any falling off in the demand for good stories.

Among the books of which the Librarian is very proud is a complete set of Punch and a set of The London Illustrated complete save for a single volume. Although there is no children's room as yet Miss Macrae hopes in time to have one. The little folk use the library a great deal and the story hour twice a week is well patronized, over a hundred attending a recent meeting. Windsor has a peculiar foreign problem and her library is doing much towards Canadianizing the little new citizens.

* * *

ANOTHER NEW LIBRARY

The new High Park branch Public Library, in Toronto, situated at Roncesvalles and Wright Avenues, was formally opened to the public, on Nov. 1st. A large number of the resident ratepayers attended and W. T. J. Lee, of the Library Board, presided. Addresses were delivered, highly praising the work of the Board in erecting such a splendid building. The children's room was particularly praised.

The patronage of the Wychwood Library, opened last May, has so increased that it is likely it will be added to the list of those open daily. Its opening was in celebration of the tercentenary of Shakespeare. This is probably the only instance in Canada of the celebration of this great literary event by a public board.

Notwithstanding the difficulties of getting books, the Toronto Public Library, Dr. Locke, the Chief Librarian, reports, has been able to keep up with the average of purchases, and so far they are fully up to recent years.

The development of work among the boys and girls in the western branch (West Toronto), has been so rapid that we have been compelled to make arrangements for a much larger children's room.

* * *

Rev. Father Minehan lauded Librarian Locke as "the one public official who selects all his assistants upon merit and efficiency, as demonstrated by competitive examinations."

* * *

Montreal.—An appropriation of $1.274.60 to establish reading rooms in a couple of the municipal buildings of municipalities lately annexed was voted by the City Council.

* * *

GUELPH LIBRARY INSTITUTE

At the Guelph District Library Institute meeting, held in Kitchener, on Nov. 2, about thirty-five Public Libraries were represented. The morning was devoted to inspection of the Kitchener Public Library, which has recently been enlarged and modernly equipped. W. J. Sykes, Librarian of Ottawa Public Library, declared that it combined all the best features of model libraries in Canada and the United States.

An illustration of what can be done in children's work was given by Miss M. B. Dunham by means of lantern slides. W. J. Sykes, of Ottawa, gave an instructive address on "Co-operation Between Schools and Libraries."

The following officers were elected:—President, A. E. Watson, Ayr; Vice-President, Doris T. Graef, Clifford; Secretary, Mabel Dunham, Kitchener. The next annual meeting will be held in Guelph.

* * *

St. Francis Xavier College at Antigonish, N.S., is to have a new $40,000 library. The contract has been let.



A view from Duncan Armbrest's book, "The Beech Woods."

BOOKS

Many a boy will rise up and call Irving Crump blessed for having written "The Boys' Book of Firemen." The story is most exciting and practically every phase of fire fighting is dealt with.

* * *

"Wonder Tales Retold" is a series of translations by Katherine Pyle of old-world folk-lore, and is a fine book, its attractiveness being enhanced by colored illustrations by the author.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Just David, Eleanor H. Porter, leather, $2; Sins of the Children, Cosmo Hamilton, cloth, $1.40; Filling His Own Shoes, Henry C. Rowland, cloth $1.35.

Juvenile

The Real Mother Goose, 177 pictures in color, by Blanche Fisher Wright, cloth, $1.50.

WILLIAM BRIGGS

Fiction

Heart of Rachael, Kathleen Harris, cloth, $1.35; Nobody's Boy, Hector Malot, cloth, $1.25; Miss Theodosia's Heartstrings, Annie Hamilton Donnell, cloth, $1; Way of All Flesh, Samuel Butler, cloth, $1.50; Dead Yesterday, Mary Agnes Hamilton, cloth $1.25; From the Housetops, McCutcheon, cloth, $1.25; Profit and Loss, A. E. Barr, cloth, $1.25; Love and Lucy, Maurice Hewlett, cloth, $1.25; The Wall Street Girl, Fred Orin Bartlett, cloth, $1.25.

Non-Fiction

Wild Animal Days, Ernest Thompson Seton, cloth, $1.50 net; The Empire on the Anvil, Basil Worsfold, cloth, $1.50 net; Robert W. Service, 3 vols., khaki binding, 3 vols., suede, $4.00 net; The Beechwoods (of Canada), Duncan Armbrest, cloth, $1.25 net; The War for the World, Israel Zangwill, cloth, $1.50; God's Minute, 365 contributors, cloth, 50c.

CASSELL & CO., LIMITED

Fiction

The Lion's Share, Arnold Bennett, cloth, $1.25; Mike, E. F. Benson, cloth, $1.25; God's Child, Capt. Oswald Dallas, cloth $1.25; The Park Wall, Elinor Mordaunt, cloth, $1.25; Her Sentinel, A. W. Marchmont, cloth, $1.25; The Cocoanut Planter, Doris Egerton Jones, cloth, $1.25.

Non-Fiction

"Life and Letters of Sir Charles Tupper, Editor, F. M. Saunders, cloth, $5.00 net; The Retreat from Mons, Major A. Corbett Smith, cloth, $1.00 net; Mounted Police Life in Canada, Capt. R. Burton Deane, cloth, $1.50 net.

Juvenile

Cassell's Childrens Annual, cloth, $1.50 net, boards, $1.00 net; Chums, cloth, $2.25 net; Canadian Boys' Annual, cloth, $1.50; Canadian Girls' Annual, cloth, $1.50, Little Folks, cloth, $1.50 net; Little Folks, boards, $1.00 net; Bo-Peep, cloth, $1.00 net; Bo-Peep, boards, 75c net; Tiny Tots, cloth, 60c net; Tiny Tots, boards, 45c net; My Book of Beautiful Legends, cloth, $1.50; All About Inventions and Discoveries, cloth, $1.50; With Jellicoe in the North Sea, cloth, $1.00; The Boys' Book of Pioneers, cloth, $1.00; Miss Quixote, cloth, $1.00; The Pilgrim's Progress, cloth, $1.00; The Valley of Dreams, cloth, $1.00; Penelope Intrudes, cloth, $1.00.

THE COPP, CLARK CO.

Fiction

The Wandering Dog, Marshall Saunders, $1.50; The Men Who Wrought, Ridgewell Cullum, $1.35; The Hunters of the Hills, Joseph Altsheler, $1.25; The World, the Flesh and the Devil, John Archibald Morison, $1.25.

Non-Fiction

The Melancholy Tale of "Me," E. H. Sothern, $3; My Soldier Boy and Other Poems, Mrs. J. A. Morison, $1.

Juvenile

Mary Louise in the Country, Edith Van Dyne, 60c; Bob Hazard, Dam Builder, Carl Brandt, $1.

S. B. GUNDY

Fiction

The Wonderful Year, William J. Locke, cloth, $1.40; Penrod and Sam, Booth Tarkington, cloth, $1.35; Mendel, Gilbert Cannan, cloth, $1.25; Kinsmen of the Wild, P. J. Cooney, cloth, $1.35; London Revisited, E. V. Lucas, cloth, $1.50; House Room, Ida Wild, cloth, $1.25; The Bywonner, F. E. Mills Young, cloth, $1.25.

Thirteen Days, William Archer, cloth, $1.25; Men of Old Stone Age, Henry Fairfield Osborne, cloth $5.00; The Woman—Bless Her, Marjory MacMurchy, cloth, $1.00; Democracy and Empire, A. E. Duchesne, cloth, 90c; The International Crisis: The Theory of the State, by L. Creighton and others, cloth, $1.50; The Cost of War and Ways of Reducing It, F. Y. Edgeworth, paper, 35c; Epidemics Resulting from Wars, Dr. F. Prinzing, cloth, $2.50; Oxford Song Books, Percy C. Buck, cloth, $1.75; The Practical Commentary (1917), R. A. Lorry, cloth, 50c.; Gist of the Lesson (1917), cloth, 25c.

Juvenile

Old Old Tales from the Old, Old Book, Kate Douglas Wiggin and Nora Archibalt Smith, cloth, $1.50; Billy Burns of Troop 5, I. T. Thurston, cloth, $1.00.

HODDER & STOUGHTON

Fiction

Men, Women and Guns, "Sapper," cloth, $1.25 net; The Gate of Horn, Frederic Turner, cloth, $1.25 net; Sand Face, A. M. Woods, cloth, $1.25 net; Leatherface, Baroness Orczy, cloth, $1.25 net; The Land of Beulah, David Lyall, cloth, $1.25 net; Coo-oo-ee, John Butler Cooper, cloth, $1.25 net; Dead Men's Gold, Roy Bridges, cloth, $1.25 net; Queen of the Secret City, Joseph J. Doke, cloth, $1.25 net; The Smiler Bunn Brigade, Bertram Atkey, cloth, 75c net; Dark Peril, Marie Connor Leighton, cloth, 75c net; Her Lonely Soldier, Dorothy Black, cloth, 75c net; Captain Calamity, Rolf Bennett, cloth, 75c net; The Zeppelin Destroyer, William Le Queux, cloth, 75c net; Flagships Three, Captain C. E. W. Bean, cloth, 75c net; Nurse, Alice and Claude Askew, cloth, 60c net; Paper Roses, Ruby M. Ayres, cloth, 60c net; Number 70 Berlin, William Le Queux, cloth, 60c net; Money's Worth, F. Bancroft, cloth, 50c net; The Little Grey Shoe, Percy Brebner, cloth, 50c net; The Bubble Moon, Roy Bridges, cloth, 50c net; Seeds of Pine, Janey Canuck, cloth, 50c net; His Royal Happiness, Mrs. Everard Cotes, cloth, 50c net; The Seed of Paradise, Marie Harthill, cloth, 50c net; Peter of Potopah, Lee Holt, cloth, 50c net Night Watches, W. W. Jacobs, cloth, 50c net; The Marked Woman, Marie Connor Leighton, cloth, 50c; Laughing Cavalier, Baroness Orczy, cloth, 50c net; Table D'Hote, W. Pett Ridge, cloth, 50c net; Betty Wayside, Louis Stone, cloth, 50c net; Cupid in Oilskins, J. J. Bell, cloth, 35c net; Adventures of Lieut. Lawless, Rolf Bennett, cloth, 35c net; Grip of the Wolf, Morice Gerard, cloth, 35c net; King's Signet, Morice Gerard, cloth, 35c net; Love in the Purple, Morice Gerard, cloth, 35c net; Tommy, Joseph Hocking, cloth, 35c net; Witness for the Defence, A. E. W. Mason, cloth, 35c net; At the Villa Rose, A. E. W. Mason, cloth, 35c net; Married Life, Marchioness Townshend, cloth, 35c net; The Red Virgin, Ethel Turner, cloth, 35c net; Comfort, Hugh Black, cloth, 35c net; Friendship,

Hugh Black, cloth, 35c net; Work, Hugh Black, cloth, 35c net; The Golden Land, A. E. Copping, cloth, 35c net.

Non-Fiction

Gallipoli Days and Nights, Trooper L. McCustra, decorated boards, 35c net; Odd Shots, "One of the Jocks, decorated boards, 35c net; Life Amongst the Sandbags, Hugo Morgan, decorated boards, 35c net.

Non-Fiction

Gallipoli Days and Nights, Trooper L. McCustra, decorated boards, 35c net; Odd Shots, "One of the Jocks," decorated boards, 35c net; Life Amongst the Sandbags, Hugo Morgan, decorated boards, 35c net; The Padre, "Temporary Chaplain," decorated boards, 35c net; The Vigil and Other Sketches in Khaki, Dell Leigh, decorated boards, 35c net; Somewhere, Sapper Bell, decorated boards, 35c net; Sun, Sand and Sin, Joan Kennedy, decorated boards, 35c net; Songs of the Sailormen, T. B. D., decorated boards, 35c net; Naval Yarns, "Ward Room," decorated boards, 35c net; The Secret Seaplane, Guy Thorne, decorated boards, 35c net; Rabbi Ben Ezra, Robert Browning, illustrated cloth, $1.50 net; The Princess Badoura, illustrated by Edmund Dulac, cloth, boxed, $1.50 net; A Military History of the War, Captain Cecil Battine, cloth, $1.50 net; From the Declaration of the War to the Close of August, 1914. German Barbarism, Dr. Leon Maccas, cloth, 75c net; Will Dyson's War Cartoons, Dyson, paper, 35c net; Doing Their Bit, Boyd Cable, cloth, 50c net; A Manual of Military French, George E. Pitt, cloth, 35c net; Pot Luck Cook Book, May Byron, cloth, 75c net; How-to-Save Cookery, May Byron, cloth, 75c net; Jam Book, May Byron, cloth, 75c net, Cake Book, May Byron, cloth, 75c net; Vegetable Book, May Byron, cloth, 75c net; The Secrets of Success in Life, Walter Wynn, cloth, 50c net; Britain Prepared, Letterpress by Archibald Hurd, pictorial wrapper, 50c net; The Sacrament, "L. L.," cloth, 75c net; Bible Prophecies and the Present War, new and revised edition, Marr Murray, cloth, $1.00 net; Boy of My Heart, Anonymous, cloth, $1.00 net; A Visit to Three Fronts, Sir Conan Doyle, paper, 15c net.

THOMAS LANGTON

Fiction

Beef, Iron and Wine, Jack Lait, cloth, $1.25 net; The Emperor of Portugallia, Selma Lagerlof, cloth, $1.50 net; The Career of Katherine Bush, Elinor Glyn, cloth, $1.50.

Juvenile

Morning Face, Gene Stratton Porter, cloth, $2.00.

THE MACMILLAN CO. OF CANADA

Fiction

The Turtles of Tasman, Jack London, cloth, $1.25.

Non-Fiction

Adventures While Preaching Gospel, V. Lindsay, cloth, $1.00; The Religion of Experience, H. J. Bridges, cloth, $1.50; Faith or Fear, C. H. S. Mathews, editor, cloth, $1.50; The Literary History of Spanish America, A. Coester, cloth, $2.50; Europe in the Nineteenth Century, E. Lipson, cloth, $1.25; Readings in Money and Banking, C. A. Phillips, cloth, $2.10.

Juvenile

The Key to Betsy's Heart, S. N. Ives, cloth, $1.25; Isabel Carlton's Year, M. Ashman, cloth, $1.25; La Salle (True Stories of Great Americans), L. S. Hasbrouck, cloth, 50c; King's Highway Series—The Way of the Stars, Sneath, Hodges & Tweedy, cloth, 65c; the Way of the King's Palace, Sneath, Hodges & Tweedy, cloth, 75c; the Way of the King's Garden, Sneath, Hodges & Tweedy, cloth, 75c; the Way of the Mountains, Sneath, Hodges & Tweedy, cloth, 65c; Clothing and Health, Kinne and Cooley, cloth, 65c.

McCLELLAND, GOODCHILD & STEWART

Fiction

The Great Tab Dope, Ole-Luke-Oie, cloth, $1.25; A Little House War Time, A. and E. Castle, cloth, $1.25; Passion for Life, Joseph Hocking, cloth, $1.25; The Ear in the Wall, Arthur B. Reeve, cloth, $1.25; Winged Victory, Sarah Grand, cloth, $1.50; Witte Arrives, Elias Tobenkin, cloth, $1.35; Casuals of the Sea, Wm. McFee, cloth, $1.50.

Non-Fiction

In The Royal Naval Air Service, Harry Rosher, cloth, $1.25; The Navy in Battle, Arthur Pollen, cloth, $2.50; Chapters From Official Life, Sir Chas. Rivers-Wilson, G.C.M.G., C.B., cloth, $2.50.

THE MUSSON BOOK CO.

Fiction

The Leopard Woman, Steward Edward White, cloth, $1.35; The Homesteaders, Robert J. C. Stead, cloth, $1.35; Rainbow's End, Rex Beach, cloth, $1.50; Every Soul Hath Its Song, Fannie Hurst, cloth, $1.30; The Incredible Honeymoon, E. Nesbit, cloth, $1.30; This Way to Christmas, Ruth Sawyer, cloth, $1.00; The Bride of a Moment, Carolyn Wells, cloth, $1.25; The Wishing Moon, Louise Dutton, cloth, $1.35; An Average Woman, W. Dane Bank, Cloth, $1.35; Peace and Quiet, Edwin Milton Royle, cloth, $1.50; A Voice in the Wilderness, Grace Livingstone H. Lutz, cloth, $1.30; Lovers' Knots, Elizabeth Jordan, cloth, $1.25; The Thirteenth Commandment, Rupert Hughes, cloth, $1.50; Little Billy Bowlegs, Emilie Blackmore Stapp, cloth, $1.25; Good Old Anna, Mrs. Belloc Lowndes, cloth, $1.35.

Non-Fiction

Told in a French Garden, Mildred Aldrich, cloth, $1.25; With a Field Ambulance at Ypres, William Boyd, cloth, $1.00; Mount Vernon, Paul Wilstach, cloth, $2.00; A Diplomat's Wife in Mexico, Edith O'Shaughnessy, cloth, $2.00; The Conquest of the Great Northwest, Agnes C. Laut, cloth, $2.00; How We Elected Lincoln, A. J. Dittenhoefer, cloth, 50c; Expert Auction, E. V. Shepard, cloth, $1.25; Tennis for Women, Molla Bjurstedt, cloth, $1.25.

Juvenile

Worth While People, E. F. Gould, cloth, 75c; The Trail of the Pearl, Gerrard Harris, cloth, $1; Marooned in the Forest, Alphus Hyatt Verill, cloth, $1.25.

THOMAS NELSON & SONS

Fiction

Shadow of the Rope, E. W. Hornung, cloth, 25c; The Lost Tribes, George Birmingham, cloth, 25c.

Non-Fiction

Life of Lord Lyons, Lord Newton, cloth, 45c.

Juvenile

Children's Story of the War, No. 20, Sir Edward Parrott, paper, 12c; Merry Tales for Merry Children, paper boards, 50c; Little Stories for Little People, paper boards, 50c.

* * *

There will be published this month a new work by Professor Stephen Leacock, under the title "Further Foolishness. The book will have a jacket drawn by Mrs. Allan, of Montreal.

New Goods Described and Illustrated

LEVER SELF-FILLING PEN

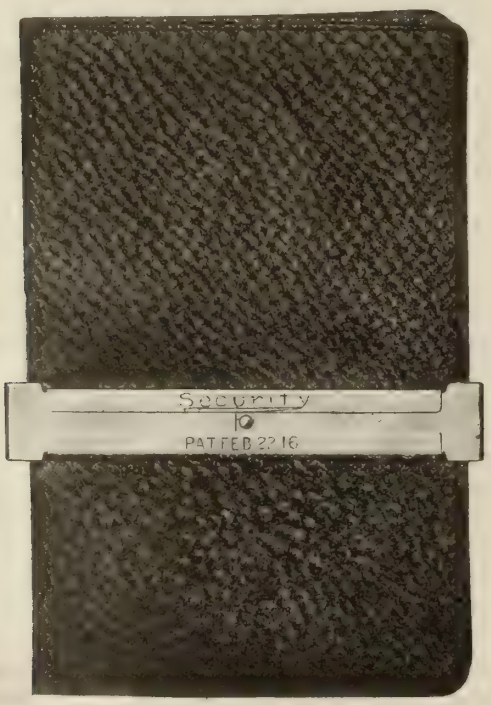
A new "Swan" fountain pen is a lever self-filler, this lever operating with a flip of the finger. It compresses the rubber sack when operated, and when closed is securely locked.

"MOVIE" PLAYING CARDS

Truly ubiquitous are the "Movies." The charming features of "Movie" favorites are now presented on playing cards, put out by a new concern known as the Movie Souvenir Card Company, of 345 West Austin Ave., Chicago. Among the stars whose pictures are seen on these cards are, Mary Miles Minter, Marguerite Clark, Pearl White, Warren Kerrigan, and others equally famous, while in keeping with his position in the film world, the joker presents the features of Charlie Chaplin.

POCKET BOOK WITH "ARMS"

A new pocket book called "The Security," made by the Security Pocket Book Co., 1161 Broadway, New York, has been designed as a protection against pickpockets on crowded streets, in stores, street cars, and in throngs of



New Idea in Pocket Books.

lute protection. By pressing the button, arms spring out, engaging the pocket and holding the pocket book secure, the big advantage being that it is easily removed by the people generally. The makers assert that it is an absoowner but cannot be removed without his knowledge. It is a dollar retail item in the United States.

NEW POSTCARDS

The Alpha Publishing Co., of London, England, send us samples of seven different lines of picture postcards they are putting on the market. All of them are above the average in point of merit.

One of the most striking is a series of child studies in sepia with a black background.

A particularly interesting set of half a dozen cards illustrates various types of horses. These include the English thoroughbred, Arab and hunter.

Another interesting series is that illustrating dogs, and in another cats are dealt with. All these cards are produced in colors on white paper.

A series of new children's comics are particularly good work by Marshall Lambert.

NEW NAME PLATE DATER

A new item brought out by the Osborn Mfg. & Novelty Company, 105 Chambers street, New York, is a name plate dater called the "Lightning" which is furnished with either as many of the following wordings, paid, answered, shipped, received, invoiced, delivered. This new dater is designed to retail at $2.50 in the United States.

A CORRECTION

In an advertisement which appeared in the October issue of BOOKSELLER AND STATIONER featuring the Alura Talking Machines, the sale of which is controlled in Canada by A. R. MacDougall & Co., two regrettable errors were made which destroyed the value of this advertisement. The copy for this advertisement was prepared on verbal instructions received just before the issue was sent to the press and there was not sufficient time to submit proofs. Consequently the errors in questions were not detected. This was most unfortunate because it put the advertisers in the wrong light with the trade. The two machines advertised were Alura No. 3, and Alura No. 1½. Number 3 retails for $12.00 and Number 1½ for $8.00 and the trade prices quoted were $6.00 and $4.00 respectively which prices are not correct for Canada. The correct quotations to the trade are 40 per cent. discount, providing that two or more machines are purchased. We are glad to take this opportunity of setting this matter right in the eyes of the trade.

In the advertisement featuring the five new pencils introduced by the Joseph Dixon Crucible Co., especially for Canadian trade, which advertisement appeared in the October issue of BOOKSELLER AND STATIONER. It was stated that the "Sovereign" pencil came in three grades tipped and three grades untipped, whereas there are five grades untipped.

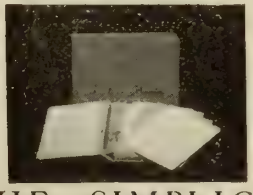
WELDON ROBERTS RUBBER ERASERS

The WELDON ROBERTS PLIABLE RUBBER in White and Pink is the standard of fine quality for artists, draftsmen, architects and engineers. This excellent soft pencil rubber is indispensable for erasing on tracing cloth. It also finds great favor among bookkeepers and accountants.

Erasers in all styles for all needs.

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

The simplest and most perfect Loose-leaf Album



"THE SIMPLICO" ALBUM

Patented in all countries.

With 24 detachable leaves of fine quality flexible linen finished material, assorted art shades of Grey and Brown.

Bound in art fabric and neatly titled.
No heavy metal parts.

Made in upright & oblong in four sizes

No 1	6½x5	No. 3	9½x7
2	8½x5¾	4	12x9¾

REFILL LEAVES in packets of 12 assorted shades, in all sizes.

BARTONS'
Cosway Works, Finch Road,
BIRMINGHAM, England.



He is SO Happy Modelling, with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada;
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.

Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

LOOSE-LEAF NO LONGER A NOVELTY

A big proportion of Loose-Leaf to-day—Memo Books, Ring Books, Ledgers, Post Binders—is sold over the counter to the man and woman who know what they want. Many others want to accomplish a certain purpose and a suggestion on the part of the salesman means a Loose-Leaf sale.

It is just as necessary, therefore, for the stationer, large and small, to have a carefully selected stock of Loose-Leaf as it is to have inks or pencils.

BUT THE PROPER DISPLAY IS NECESSARY

We will gladly give you suggestions based on successful plans now in use.

LUCKETT'S STERLING LINE **LUCKETT LOOSE LEAF, LIMITED** LUCKETT'S STERLING LINE

MACLEAN'S MAGAZINE *for DECEMBER*

ON all sides you hear this—"MACLEAN'S MAGAZINE grows better all the time." There is a reason: it is that MACLEAN'S publishers are getting more and more of the best work of the best Canadian writers and artists. The cost is heavy, but it is the price of betterment. Also, MACLEAN'S policy of making a magazine of definite Canadian character is being greatly appreciated by the best class of the Canadian people. In the following condensed summary of Contents you have evidence of the character and appeal of MACLEAN'S:

Contents:

From Stephen Leacock is "Abdul Aziz Has His"—a follow-up to his "Germany From Within," one of the best things Leacock ever wrote. It tells the story of Leacock's visit, disguised as an English Governess, to the Yildiz Kiosk.

A story, "The Pride of Pauline," by Sir Gilbert Parker.

A story of the Canadian North-west—a typical Parker story.

Robert W. Service's contribution is "The Ballad of Jean Desprez"—a very stirring story of the war, with a mighty swing to it.

Two exceptionally good Christmas stories—much above the average. One is "The Blue Water Prodigal," by A. C. Allenson, a story that combines humor and sentiment with a patriotic setting. The second story is by Alan Sullivan, a story of missionary life—"The Soul of Nanook"—an admirably written thing.

H. F. Gadsby has an article dealing with the problems facing Canadian statesmen, under the heading: "Peaches and Lemons." Gadsby gives some straight-from-the-shoulder talk from a purely non-partisan standpoint.

A sketch of the Hon. W. M. Martin, the new Premier of Saskatchewan, by Norman Lambert, under the heading: "The Man Who Brings Back the Ball."

Add to the foregoing the fine Review of Reviews Department; the regular Business Outlook Article, and the Department—"Information for Investors," and you have a magazine worth fifteen cents of any Canadian's money—a magazine for a true Canadian. **Better than any other magazine, no matter how or where produced.**

Booksellers—this to you:

GIVE MACLEAN'S MAGAZINE the prominence in your displays of magazines that so good a magazine—so pronouncedly a Canadian magazine—deserves. The Magazine is being widely advertised in the newspapers of the country, and it is surely liked by its readers. Help on, by your good-will and co-operation, a Canadian magazine that is doing its part, at a heavy cost, to build up Canadian nationality and Canadian business. The December Number by its own excellence warrants your recommending MACLEAN'S to every customer entering your store.

New Edition

A SOLDIER'S DIARY

Commencing Jan. 1st, 1917

Limp Leather Cover, $6.50 per doz.

Khaki Cloth Cover, $6.00 per doz.

Makes an ideal Christmas gift for the lads overseas.

Sold by all the leading Book Stores.

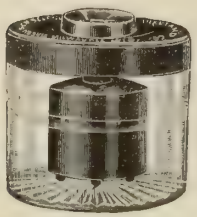
Order direct from the publisher

Can also be had from Toronto News Company, Toronto, and Montreal News Company, Montreal

GEO. CLARK

128 Bleury Street - Montreal

Offer these *First*



No. 51—$1.50. The most practical and popular single inkstand on the market

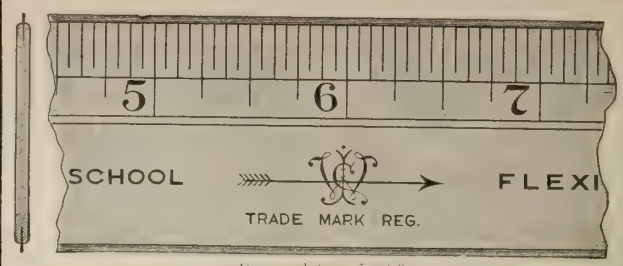
The Stationer occupies an important position in the business community. Not only is his store, as a business, one of the important factors in the city, but his opportunity to advance the interests and raise the standards of efficiency of his fellow business men is great.

Most men are unfamiliar with office equipment, the use of which would make money for them. This is because their minds are occupied with larger matters, and they take no notice of details. So the stationer or office supply man finds a splendid field for his services, as "guide to efficiency."

When an office boy or a clerk, or the head of the house, himself, asks for "An inkstand," that is the stationer's opportunity. Offer a "Sengbusch" **first**, and show that, because it automatically closes air tight after every dip of the pen, making it absolutely dust-proof and non-evaporating, it is more economical for him to pay the price asked for a really efficient inkstand, than to pay less and waste ink, pens, time and worry.

Write us to-day for our profitable proposition on this highly efficient office specialty—ask for the attractive circulars and "free trial" mailing cards, which are furnished gratis with your imprint—window display cards, etc.

SENGBUSCH SELF-CLOSING INKSTAND CO.
200 Stroh Building, Milwaukee, Wis., U. S. A.

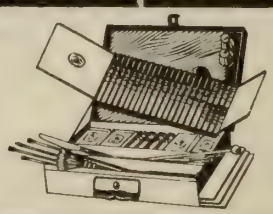


Patented Dec. 7, 1909

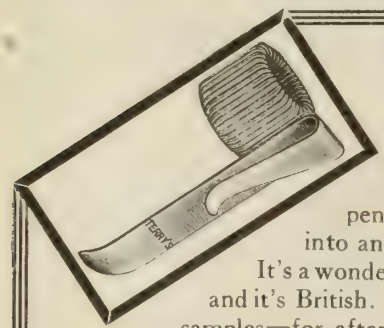
***No. 777** 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.



TERRY'S

Patented and Registered
Pen or Pencil Clip
clips edge of pocket, pen or pencil is inserted into an expanding spring.
It's a wonderful seller, and it's British. Send for samples—for after the war.



A 10c. Line

Herbert Terry & Sons, Ltd.
The Spring and Presswork Specialist.
REDDITCH ENGLAND

We have had over 60 years' experience in spring making

Let the Moore Push-Pin Girl Sell For You.





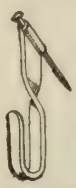
This clever little sales girl, appearing in leading magazines, is creating a wonderful demand everywhere, and big profits for you.
We will send one for your Counter FREE

Moore Push-Pins

Glass Heads, Steel Points

Moore Push-less Hangers

The Hanger with the Twist



Our advertising appropriation has been increased many thousands of dollars to quickly move these popular and profitable Moore Push devices.
Sold in handy 10c. packets.
Free samples, Booklets, Prices on Request.

Moore Push-Pin Co., 117 BERKLEY ST. PHILADELPHIA, PA.

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

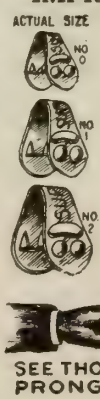
FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by
IDEAL SPECIALTIES MFG. CORP.
NEW YORK
A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

ACTUAL SIZE



SEE THOSE PRONGS?

(Improved August, 1914.)
ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.

It will pay you to push

STANDARD BRAND BLOTTINGS

because every first sale will mean a satisfied customer, a customer that you can count upon for further sales of these reliable blottings.

STANDARD Blottings are made from high-grade cotton stock and have the smooth, firm finish that denotes the quality blotting.

Your customers will find any of the following just right:

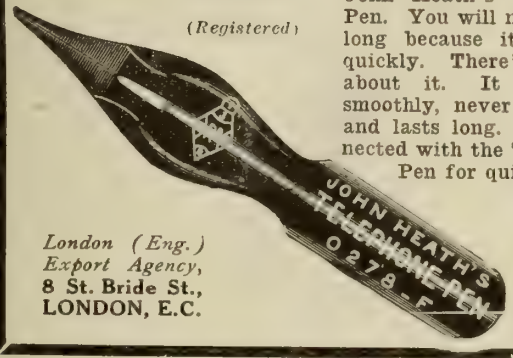
"Standard," "Imperial," "Sterling," "Curi-Curl," "Prismatic," "Royal Worcester" and *"Defender"* (Enameled) Blottings. Order a supply to-day

Standard Paper Mfg. Co.

Largest Producers in the World of Fine Blottings

Richmond, Va., U.S.A.

HOLD THE LINE



(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

Supplied by all the leading wholesale houses in Toronto and Montreal

A Circus When You Pull the String

POSITIVELY ANIMATED

The Jugging Clown

Retail 50c.

(Patent Applied for) MADE-IN-CANADA

BRAND NEW and a BIG HIT!

Book your orders early

J. McCART 98-100-102 Jarvis St. TORONTO, CANADA

There's positive satisfaction in "B. & P." Standard Loose Leaf Devices



DURABILITY, *Permanency* and *Simplicity* are the three big selling points in *Standard Loose-Leaf Devices.* Their superiority is so marked that but little selling effort is necessary to produce quick, profit-making business.

Every Standard Loose-Leaf Device you sell will give a lasting satisfaction that will react favorably on other lines you carry. Display a few of the Standard family and see how they sell.

Boorum & Pease Loose Leaf Book Co.

Makers of "STANDARD" LOOSE LEAF DEVICES

HOME OFFICES:
Front Street and Hudson Ave.
BROOKLYN, N.Y.

FACTORIES:
Brooklyn, N.Y., St. Louis, Mo.

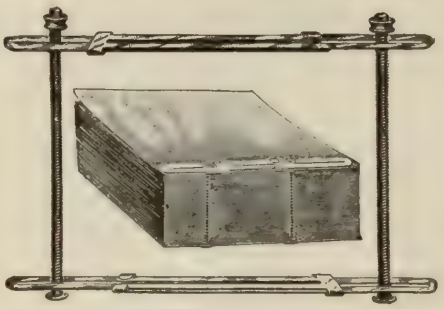
SALESROOMS:

109-111 Leonard St., New York. Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Ltd., Toronto, Canada; McFarlane, Son & Hodgson, Ltd., Montreal, Canada.

To everyone who uses a Loose Leaf System you can sell the

"F-B" Loose Leaf Holder



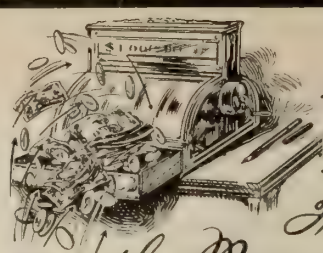
Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**



MAKE FOUNTAIN PEN PROFITS WITH

The Pen with the Magic Button



AN EVER POPULAR HOLIDAY GIFT

The "A.A." self-filling feature is simple and attractive. That's one reason why this Pen sells so easily and quickly. The "A.A." pen is a popular Holiday gift. The material and workmanship are absolutely guaranteed. The exquisite flexibility of the gold pen point is pleasing to customers.

We will furnish attractive display cases free. Each case contains an appropriate holiday assortment of self-fillers, lower end joint, middle joint, and safety fountain pens.

Write to your local jobber or to us for prices, catalogue and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
36 THAMES ST. NEW YORK CITY

Not connected with the L. E. Waterman Co.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

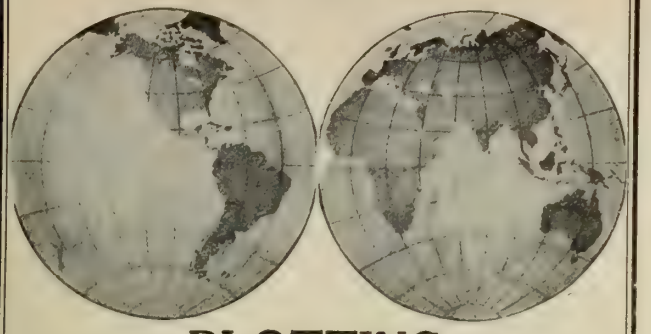
Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.

WORLD



BLOTTING

will prove its selling value if you give it a trial

Only the best quality cotton rags are used in making "World Blotting"—hence the quality is such as will give unstinted satisfaction to your most particular customer.

And the many different colors contained in the World line makes it an easy matter to get up eye-catching displays—the kind that pull immediate results.

"Hollywood" and "Reliance" Blottings are cheaper grades, but are perfectly reliable in every way.

Order a supply to-day. Our lines are sellers.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

CARTER INX

Quality Products

embrace a line of inks, mucilage and paste which is unequalled. It insures a steady profit from your best trade, and does away with all dissatisfaction.

MADE IN CANADA

The Carter's Ink Co.
356 St. Antoine Street **Montreal, Que.**

Xmas and New Year Post Cards with a 5-word Greeting can be mailed for 1c.

The above advertised by you to your customers will increase your sales of post cards very materially.

We are well prepared for your rush orders in Post Cards, Booklets, Tags, Seals, Novelties and Toys.

Military Specialties.

Our Textile Patriotic Calendars to retail at 10 to 50c each have made a big hit again this year.

If you haven't received a copy of our Catalogue, drop us a post card. We will gladly send one.

PUGH SPECIALTY CO.
LIMITED
Specialists in Specialties
38-42 Clifford St., Toronto, Canada

HIGHLAND LINEN

Advertising would not sell Highland Linen if, in the first place, it was not a good paper, a correct paper and a paper selling at a moderate price.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Packard
BROTHERS.
MANUFACTURERS OF
Die Stamped and Engraved Greeting Cards

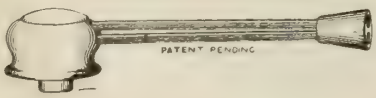
329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

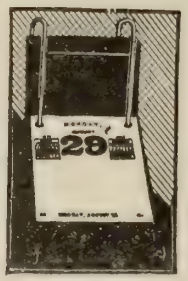
WILSON-JONES LOOSE LEAF CO.
CHICAGO ∴ NEW YORK

Wycil & Company
85 Fulton Street, New York City
carry a large stock of
German, French, Spanish and Italian Grammars
of the
Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade



Wonder Soap Bubbler

Blows Double, Chains, Clusters, Etc.
INDESTRUCTIBLE. PROFITS 80% to 100%
Write for Samples and Prices
BRADWAY NOVELTY CO.
1 West Broadway, - NEW YORK CITY



The STANDARD Memorandum Calendar

The best and most popular on the market.

Write for prices, etc.

Edward Kimpton Co.
Wholesale Stationers
60 John St. New York

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.
The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
Menzies & Co., Limited, Toronto.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Birn Bros., 266 King St. W., Toronto.
British-Canadian Publishing Co., 35 Church St., Toronto.
J. H. Jost, Halifax, N.S.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Ritchie & Sons, Ltd., William.
Valentine & Sons, Toronto and Montreal.

CODE BOOKS.
The American Code Co., 83 Nassau St., New York.

CRAYONS.
Binney & Smith, New York.

EYELETTING MACHINES
Elbe File and Binder Co. New York, N.Y.
Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Menzies & Co., Limited, Toronto.

ERASERS.
St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.
Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

School and Office Rulers

"THE UP-TO-DATE-LINE"

A comp'ete line for the School Supply dealer and Stationer.
Write for samples and prices.

Up-To-Date Advertising Co.
Dept. C, CANISTEO, N.Y.
T. E. Tuttle, Mgr. Ruler Dept.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.
342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET ∴ NEW YORK

Commercial Publications

CUSTOMS FORMS DO YOU SELL THEM?

WE CAN HANDLE THEM FOR YOU IN QUANTITIES.

Morton, Phillips & Co.
PUBLISHERS
115 Notre Dame St. West ∴ MONTREAL

BUYERS' GUIDE

SCHOOL RULERS

A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.
Silver Springs, N.Y.

HAVE A BETTER BOOK STORE

We make show cases, counters, wall cases, shelving, tables and special fixtures for all lines of retail trade.

Send us plans and specifications for estimates.

The Walker Bin & Store Fixture Company, Limited
Kitchener, Ontario

Gale & Polden

have now issued an exceedingly

High-Class Brochure illustrating in color and reproducing in miniature all cover designs of their Titles in

CHILDREN'S PICTURE AND STORY BOOKS

Every Buyer interested in Children's books should send for copy at once.

Gale & Polden, Ltd.
2 Amen Corner
LONDON, E.C. (ENG.)

The Binder of Today

Made in U. S. A.

ELBE

Elbe File & Binder Co.
97 Reade St., New York

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
D. Harper & Co., 258-262 Holloway Road, London, Eng.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

MILITARY SPECIALTIES

Geo. Clark, Southam Bldg., Montreal, Que.

NEWS COMPANIES.

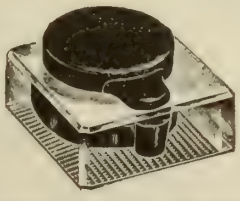
Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Bump Paper Fastener Co., La Crosse, Wis.
Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.



Ink-stands

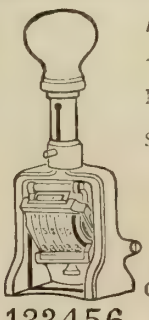
of all styles

Manufactured by

FRANK A. WEEKS MFG. CO.
93 John St., NEW YORK CITY, N.Y.
Canadian Jobbers handle our lines.

LIGHTNING AUTOMATIC

Numbering Machine



A Modern Machine
Absolutely Accurate
Mechanically Perfect with
All the Features of other
Standard Machines and at
Half the Price
Self Inking—Dust Proof
All Three Movements
Consecutive, Repeat, Duplicate
Six Wheels 1 to 999,999
Guaranteed Prepaid **$3.00**

123456 **Osborn Mfg. & Novelty Co.**
105-7 Chambers Street, New York

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by
THE MORDEN MFG. CORPORATION
Waterbury, Conn.

PATRIOTIC SONGS

are still in active demand. There is good profit in them. We supply the following at 8c.

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. Over 100,000 copies sold	15c
By Order of the King. A new song by the same composers. 16,000 sold	15c
I'll Not Forget You, Soldier Boy. A very popular new song. 4th thousand	15c
Our Own Canadian Boys. 3rd thousand	15c
Soldiers of the King. 50,000 sold	15c
Call of the Motherland. 10th thousand	15c
There's a Fight Going On. 7th thousand	15c
You Bet Your Life, We All Will Go. 2nd thousand. New	15c

NEW

Canada, Fall In	15c
On to Victory	15c
There's a Corner of the Flag for You to Hold	15c
Kiss Your Soldier Boy Good-bye	15c

ANGLO-CANADIAN MUSIC CO.
144 Victoria Street, Toronto, Ontario

RELIABLE SERIES — WR & S — TRADE MARK — BRITISH MANUFACTURE

Christmas Card Buyers
Should not fail to order
WM. RITCHIE & SONS
Limited
of Edinburgh, Scotland
CANADIAN SERIES
Samples in the hands of the principal jobbers, or write A. O. HURST, 52 Front Sreet West Toronto

McFarlane Son & Hodgson, Limited

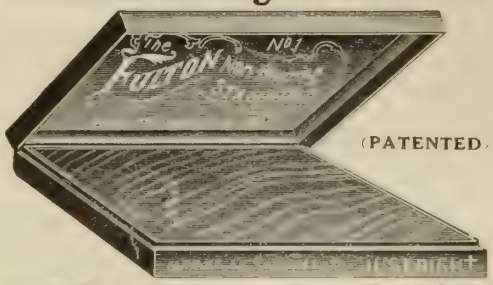
Wholesale Stationers and Paper Dealers

14 St. Alexander St. - Montreal

TICKET and CONDUCTOR PUNCHES
the best made
The Fred J. Meyers Mfg. Co.
HAMILTON, OHIO, U.S.A.



The "FULTON"
Non-Blurring Wood Pad



(PATENTED)

No. 0—2½ x 3¼ in. No. 1—2⅞ x 4½ in.
No. 2—3½ x 6½ in.
BLACK RED BLUE GREEN PURPLE

The Only Perfect Way of Inking a Rubber Stamp

The superiority of the "Fulton" Non-Blurring Wood Pad over the felt pad is best demonstrated in this warm weather. The felt pad gets soft and "mushy" *but just the right quantity of ink will always flow through the open pores of the chemically treated wood to insure a clear, clean impression.* It offers a hard, firm inking surface which gives a perfect impression *every time.* Does not injure the stamp; unaffected by atmospheric conditions or wear. Pad is reversible, really two in one.

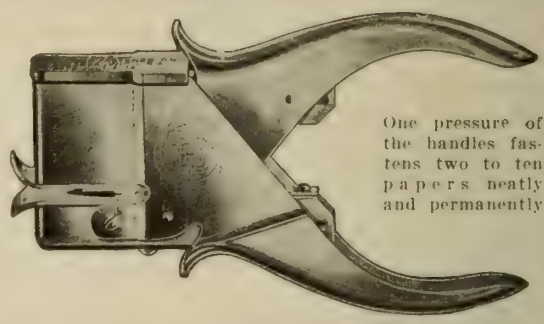
Your customers will appreciate your thoughtfulness in calling this pad to their attention and you will reap a very satisfactory profit.

FULTON SPECIALTY COMPANY
(Formerly Fulton Rubber Type Company)
128-142 FULTON STREET ELIZABETH, N.J.

Every Officeman Appreciates
BUMP
The 20th Century Paper Fastener

We are building up an unusually big demand for the Bump Paper Fastener through our constant advertising in the magazines, and dealers everywhere are finding it worth while to feature this efficient little office necessity.

You, too, can secure a share of this demand by ordering a supply of Bump Fasteners to-day. Let us send you prices and particulars.



One pressure of the handles fastens two to ten papers neatly and permanently

BUMP PAPER FASTENER COMPANY - LA CROSSE, WIS.
Canadian Agents: W. G. Gage & Co., Limited

SPENCERIAN STEEL·PENS

Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

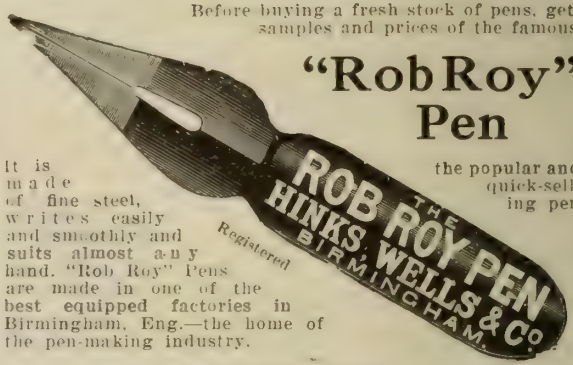
Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen



It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:
Hinks, Wells & Co., Birmingham, Eng.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

EXPERIENCED CLERK FOR BOOK AND Stationery Store. State experience, salary wanted and give references. Cloke & Son, Hamilton, Ont.

BOOKS—ALL OUT OF PRINT BOOKS SUPplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

DEALERS WANTED.—BOOKSELLERS AND stationers can add a profitable new line by featuring Japanese prints. Get further particulars by communicating with "Jap-Art" c/o Bookseller and Stationer, 143 University Ave., Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.

POSITION WANTED

POSITION WANTED BY EXPERIENCED traveller acquainted with the book, stationery and fancy goods trade of Ontario. Have good knowledge of school and library work. First-class references. Address Traveller, care of Bookseller and Stationer.

See him smile!



It's the smile of approval that business men everywhere are wearing because of the satisfactory service that

Mittag & Volger Typewriter Ribbons and Carbons

are giving them. The practical wisdom of supplying your patron with quality lines like **Mittag & Volger Typewriter Ribbons** and carbons need scarcely be suggested to you. You know it pays to tie up with goods backed by a selling reputation—goods that insure you the profitable "come back" sales that swing bigger business your way.

Get the M. & V. Catalog. Our prices are a big factor in promoting sales.

MITTAG & VOLGER, INC.

SOLE MANUFACTURERS FOR THE TRADE

Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

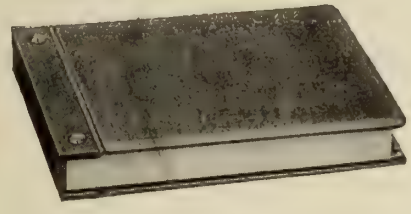
BRANCHES

NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

PETITE
LEDGER



Coin Screw Mechanism

To remove a leaf, it is only necessary to give the binding posts a short turn to the left with a coin for a key. The book may then be pressed apart at any point. The low price and lack of complicated mechanism makes the PETITE very popular. Full green cloth binding over heavy beveled boards. Index

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA



Christmas Papeteries

(*Made in Canada*)

A complete range of fancy boxes. Highest grade of stock, artistically boxed to suit every taste, from bright holly and floral designs to the quieter "Art" covers, striking in their taste and simplicity.

We can make up assortments at any desired price.

Greeting Cards and Booklets (British Manufacture) at all prices.

Post Cards in the latest Christmas and New Year designs.

Tags, Labels and Seals in handy five cent packages and in assorted boxes.

Tinsel Cord, lends the finishing touch to Holiday packages. In gold, silver, red, green and combined colors in ten-cent spools. Also **Ribbonzene** in red, green and combined.

Office and Art Calendar Pads.

Christmas Correspondence Cards and Envelopes.

In spite of increased difficulties, due to existing conditions, our range is large and complete, but we would suggest ordering early, as the quantities in some numbers are limited.

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

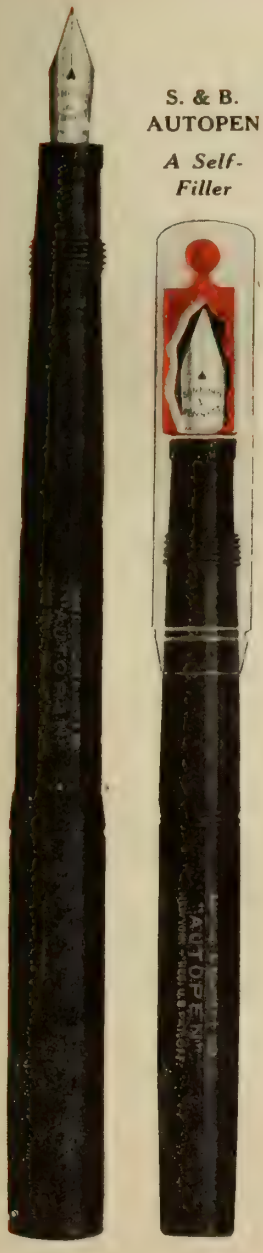
AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-one years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXII. PUBLICATION OFFICE: TORONTO, DECEMBER, 1916 No. 12



S. & B. AUTOPEN

A Self-Filler

Price Makes Them Profitable

Merit Makes Them Move

Progressive retailers sell more of our fountain pens than any other make, because the liberal profit makes it worth while to push their sale. They are readily sold, for no other pens embody so many practical and exclusive features. The distinctive merits of

Sanford & Bennett

FOUNTAIN PENS

make them move rapidly and continuously. They are noted for their iridium-tipped writing points, perfect mechanism, superior construction and beautiful finish. The low cost appeals to many users who cannot afford to pay a high price for a dependable pen, and to many business men who need several pens for special purposes.

The S&B Autopen—a self-filler, positively non-leakable, and the S&B Gravity-Stylo, a dependable pen of unusual merit are two of our specialties which will quickly bring you the local leadership in fountain pen trade.

The surest way to increase the sales and profits from fountain pens is to write at once for our price lists.

S. & B. GRAVITY-STYLO



Sanford & Bennett Co.

51-53 MAIDEN LANE, NEW YORK

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, Toronto, Ont.

Greeting Cards and Pictures

Art Publications

Is it not true that pictures carry a universal appeal?

For that reason pictures, especially the many attractive small pictures supplied in such a wide variety of treatment, for sale in the book and stationery shops, constitute a line which is of exceptional importance.

The "Bookstore" is the "picture store" as well and presents pictures in abundance for the benefit of the holiday shopper.



Famous Celebrity Miniatures

The Celebrity Line of Miniatures comprises *30 subjects* being genuine photogravures, size 2 x 3 in gilt frames packed one in a box retailing in Canada at 35c. each. (COST NET $15.00 PER 100.)

These make ideal Christmas gifts—inexpensive and more pleasing than many articles costing much more.

Purchases should be made well ahead of time so as to have the widest possible choice. These pictures will be fast sellers and *those who wait too long will be too late.*

Be Prepared. Buy Now. These are saleable during the entire year.



30 subjects as above in sepia post cards at $15.00 per 1000

Celebrity Art Company

BOSTON, MASS.

Headquarters for Pictures that sell

Give Canadian Books this Year for Holiday Gifts

Here are the Best New Canadian Books

A SUNNY SUBALTERN

Billy's Letters From Flanders

$1.00.

The letters of a Canadian Lieutenant to His Mother. These intimate letters give a truer picture of the front than any other book we have read. Bright—Cheerful—Optimistic—Courageous—you laugh with him—you cry with him, as he pictures "things" as they are.

THE RED WATCH

With the First Canadian Division in Flanders

By COL. J. A. CURRIE, M.P.

Second Canadian Edition. Illustrated....$1.35.

A red-blooded book for Canadians.

THE WORN DOORSTEP

By MARGARET SHERWOOD

$1.25.

Without doubt the best story inspired by the War, and probably the greatest book of the year. The New York Times says of it: "Occasionally, very, very occasionally, it happens that a book appears whose merits one would like if possible, to shout from the housetops, and such a book is 'The Worn Doorstep.' One of those rare, satisfying books which are really and truly worth while. We offer heartiest congratulations to Margaret Sherwood."

ROD OF THE LONE PATROL

By H. A. CODY

$1.25.

A fine, wholesome, Canadian story of ideal home life—a story for Canadians by one of Canada's foremost writers.

THE GRAND ADVENTURE

By DR. ROBERT LAW

Professor at Knox College.

Cloth, with portrait....$1.25.

"The Grand Adventure" is a book of great power and of extreme interest. Professor Law, whose puplit discussions of perplexing problems have won him wide recognition, does not flinch before the problems which have come with the tragic developments in the world's affairs.

THE WATCHMAN, AND OTHER POEMS

By L. M. MONTGOMERY

Author of "Anne of Green Gables," etc.

Cloth .....$1.25.

The author of "Anne of Green Gables," with her joyous outlook on life, vivid imagination, instinct for words and facility in expression, could not help being a poet. This beautiful volume of verse will be widely welcomed. The poems are of rare quality, delicate, lilting and full of music.

THESE BOOKS ARE SOLD AT EVERY BOOKSTORE.

THE WITCH OF ENDOR

By ROBERT NORWOOD

Cloth.....$1.25.

A novel drama of Saul, passionately yet gravely beautiful, tensely dramatic, capturing the reader and drawing him into an atmosphere subtly but strongly created by numerous felicities of imagination. The definition achievement of genius.

JESSIE ALEXANDER'S PLATFORM SKETCHES

Original and Adapted.

Cloth, 227 pages.....$1.00.

Jessie Alexander has been called the Queen of Elocutionists and her new book of Readings, Recitations and Reminiscences, will be very popular. Platform Sketches is a happy, wholesome Canadian book.

THE WHITE COMRADE

By KATHERINE HALE

Author of "Grey Knitting."

With envelope, ready for mailing....25c.

The unique Christmas booklet of the season. "The White Comrade" has to do with the Divine vision that the wounded soldiers see upon the battlefields of Flanders. Cover design by Dorothy Stevens.

LETTERS FROM MY HOME IN INDIA

By MRS. GEORGE CHURCHILL

Edited and Arranged by Grace McLeod Rogers.

Cloth, Illustrated.....$1.25.

One of the most interesting missionary books of recent years. Compared to Mary Slessor of Calabar.

LUNDY'S LANE, AND OTHER POEMS

By DUNCAN CAMPBELL SCOTT

Cloth.....$1.25.

A new volume of collected verse by one of Canada's foremost poets will appeal definitely to all Canadians.

CANADIAN POETS

Chosen and Edited by

JOHN W. GARVIN, B.A.

Large Octavo. Illustrated....$2.50.

The most distinctive Canadian book of the year. There are fifty pages of portraits and critiques; fifty pages of biographical data, and three hundred and sixty pages of the best verse in Canadian literature, including quite a number of superior War poems.

THE LAST VOYAGE OF THE KARLUK

Flagship of Stefansson's Canadian Arctic Expedition of 1913-16. As related by her Master, Robert A. Bartlett, and here set down by Ralph T. Hale.

Illustrated from charts and photographs....$2.50

This fascinating volume tells the story of the Canadian Arctic Expedition, 1913-16.

Send for Holiday Catalogue.

McClelland, Goodchild & Stewart

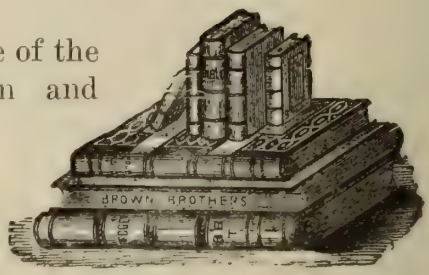
PUBLISHERS

266-268 King Street West - TORONTO

1917
Greetings to the Trade



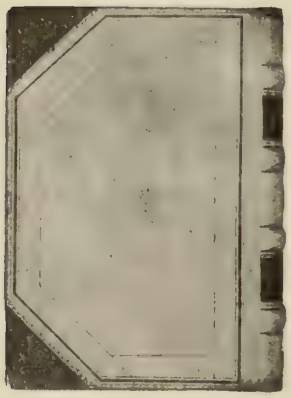
We take this opportunity at the close of the year to express our appreciation and thanks for the Business you have given us in the past and trust that each succeeding day of the coming year will cement still more closely the good relations that marked our dealings in years that are to come.



We most heartily trust that the year 1917 may be a year of abundant prosperity, happiness and pleasure.



As we enter our seventy-first year in Toronto in the manufacture of



Account Books

our modern up-to-date factory affords us every facility for supplying the trade with every description, size and quantity from the largest Ledger to the smallest vest-pocket Memo book.

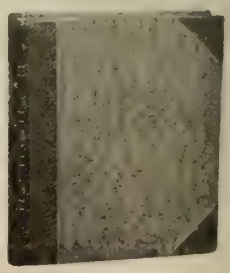


Here's a partial list of the lines we manufacture.

Ledgers, Journals, Cash Books, Day Books, Loose Leaf Books, Binders and Sheets, Trial Balance Books, Column Books, Minute Books, Invoice Books, Indexes, Scrap Books, Dockets, Bill Books, Memorandum and Address Books, Letter Books, Simcoe Photo Books, Order Books, Receipt, Draft, Time Books, Diaries, etc., etc.



SPECIAL PATTERNS MADE TO-ORDER



BROWN BROTHERS, Limited

Manufacturing Stationers

SIMCOE and PEARL STREETS - - - TORONTO



A merry, merry Christmas be yours and may the bells that herald the dawn of 1917 usher in a year of happiness and prosperity for the Booksellers of Canada.

—The Copp, Clark Co., Ltd.

What About January?

Blank Books

We would urge upon each stationer to go carefully over his stock of Blank Books.

Day Books, Journals, Cash Books, Ledgers and Minute Books.

These books are always big January sellers. In thicknesses from 200 pages to 1,000 pages, foolscape size pages.

Be sure also to have a stock of LONG DAY BOOKS, INDEXES, and such specials as the oblong shaped MINUTE BOOKS, PRIVATE ACCOUNT BOOKS in different styles and sizes as well as COUNTER BOOKS, PRESSBOARD BLOTTERS and ACCOUNT BOOKS, SALES BOOKS, QUIRE BOOKS, QUARTO BOOKS, ROLL BOOKS and LETTER COPYING BOOKS,

Memo Books

PRICE BOOKS, TIME BOOKS, RED LEATHER MEMOS as well as memo books in different forms of cheaper binding and also PRICE BOOKS in different qualities of bindings and loose-leaf, are other live sellers for January. See that you have an ample stock.

Stock up also with different varieties of TIME BOOKS, large books for factory use and pocket time books for workmen.

Office Diaries

The Dominion Series of Office Diaries completely meets all requirements, being published in editions from the "B" size Foolscap Broad Quarto (7 x 8½ inches) Half Roan, Boards, Marble Sides, three days to a page at $5.00 a dozen, up to the most expensive book half roan, cloth sides, and gilt lettering No. 216, foolscap folio, 8½ in. x 13½ in., at $24 a dozen. This latter with the same binding in broad quarto, 7 in. x 8¼ in. No. 213 faint, No. 215 $ & Cts., two days to a page at $12.60 a dozen, and No. 238 faint, and No. 240 $ & cts., one day to a page, at $12 a dozen, are the **Office Dairies DeLuxe.**

Scribbling Diaries for office use are obtainable at from $3 to $5.75 a dozen.

Pocket Diaries

Dominion Pocket Pocket Diaries. — Various sizes and styles of binding costing from $1.20 a dozen for the vest-pocket H size, 2¼ x 3½ in., three days to the page, cloth, limp, red edges, to the No. 27 E size, octavo broad, week on opening, 3½ x 6 in. book bound in Russia, five pockets, cards and stamps, loose book, gilt edges, at $18 a dozen.

Special mention should be made of the combination vest-pocket diaries and memorandum books; the Perpetual Pocket Diaries and the Dominion Housekeeping Expense Book.

Dealers who haven't a complete price list and order sheet of the Dominion Office — Scribbling — Pocket Diaries for 1917 can have one of them for the asking, and by RETURN MAIL.

Push the sale of Diaries for 1917 and increase your profits.

CANADIAN ALMANAC 1917

A NATIONAL DIRECTORY

70th ANNUAL ISSUE

ONE EDITION ONLY—Cloth, $1.00. Trade Price, 70c.

Every Canadian Bookseller knows the status of this invaluable annual.

More of them are being sold every year.

Are you going to share in the advantage of this increased demand?

Aim to sell 100 copies for each 1,000 population.

New edition will be ready in the last week of December.

Get busy now and take Advance Orders.

One Edition Only—Cloth $1.00, trade price 70c.

The Copp, Clark Company, Limited

517 WELLINGTON STREET WEST, TORONTO



To all our friends we cordially extend our heartiest wishes for a very Happy Christmas. May Prosperity wait upon every one of you during the coming year.—

The House of Cassell

This is the first book printed in the British Empire by license of the Comptroller-General of Patents under the Trading with the Enemy (Copyright) Act, 1916.

The Revised 1916 Edition of

IMPERIAL GERMANY

By PRINCE VON BULOW
With Foreword by J. W. Headlam

THE revised edition of "Imperial Germany" is a remarkable document in many ways. There are many inconsistencies between the translation issued by Messrs. Cassell in January 1914, and the Prince's present 1916 revision. These are manifested by distorting the original text to justify the author and his nation in view of events since August 1914, or by a flagrant indifference to his previous writing.

Altogether rather more than half of the text has been rewritten, and much new matter added. The Introduction by Prince von Bulow is entirely new, as also are the two chapters on Militarism and the chapter on the Social Democrats, while the latter half of the Conclusion, with its remarkable argument that "dogmatic adherence to principles is mischievous," again is new.

The publishers have introduced into the book a feature of considerable value to readers wishing to compare the Prince's statements. Where the alterations and additions have occurred, all such changes are placed within brackets.

Apart from this question of sophisticating his writings, the Prince has given a really valuable treatise on national and Imperial development. In that way the book is a useful contribution to Political Economy, for it discusses and traces the development of the German Imperial idea with a fullness that is illuminating.

The outcome of a long experience in internal and external State-craft is here embodied. When the obliquity of vision, which has been so abundantly manifested in the normal German outlook, is rectified by studying, from British moral standards, the German development here outlined, a set of basic principles emerge, which are of considerable value.

A distinct asset to the revision is the thirty-page Foreword by Mr. J. W. Headlam. It is a masterly analysis of the whole book and in itself is a valuable contribution to the understanding of the German mental outlook.

The revision should form one of the most important and permanent records of Germanism as revealed by a German

Contents.

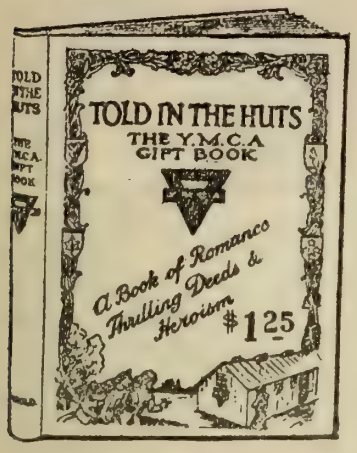
Introduction.

Chapter 1. Germany's Struggle for World Power.
" 2. Building the German Navy.
" 3. German and British Sea Power.
" 4. Germany: A Promoter of Peace.
" 5. Early Days of World Power.
" 6. Russia and France.
" 7. Morocco—and After.
" 8. Achievements of German World Policy.
" 9. The Beginnings of Militarism.
" 10. Militarism as a Cohesive Force.
" 11. Political Deficiences of Germany.
" 12. Home Policy under the New Empire.
" 13. Dangers of Party Politics.
" 14. Political Aims and Discords.
" 15. Armaments and the Reichstag.
" 16. Attitude of the Social Democrats.
" 17. Germanic Infiltration of Poland.
" 18. Denationalizing the Pole.
" 19. Economic Development of Germany.
" 20. The Vital Importance of Agriculture.
" 21. The Economic Future of Germany.
" 22. Conclusion.

Index.

Cloth, Net $1.50

The House of Cassell - Publishers
55 Bay Street, Toronto



Put it on display to-day

"TOLD IN THE HUTS"

The Y.M.C.A. Gift Book

THIS is something more than a war book. It is a close up, personal view of life at the front; in its pages will be found the humor and the pathos, the stirring incidents and the heart throbs of the Great World struggle.

With contributions from such literary leaders as Geo. A. Birmingham, Annie S. Swan, Joseph Hocking, Lady Rodney, Mrs. Stuart Wortley, Pett Ridge, Gen. Sir Robert Baden-Powell, etc., one may form an idea of the unusual interest that "Told in the Huts" contains. Many of these Authors write from their own personal experiences, a fact that gives their contributions added value.

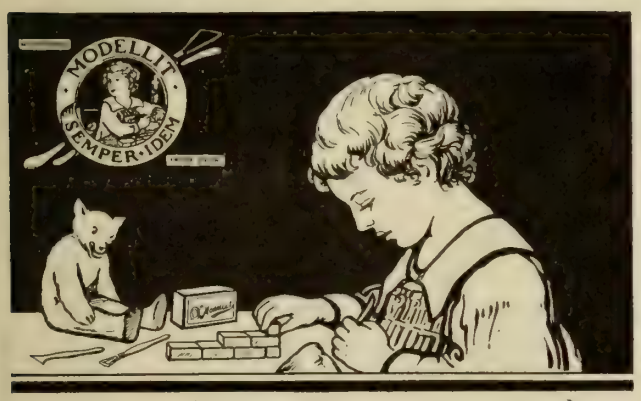
"Told in the Huts" is the ideal gift book. The mere fact that it is the Y. M. C. A. GIFT BOOK will popularize it from the beginning. There is bound to be a big demand for it so it is advisable to send in orders early.

Do this to-day. Get "Told in the Huts" on your counter. Its attractively colored jacket will focus the attention and promote easy selling.

"Told in the Huts" contains six full page illustrations in color and about 100 marginal pencil sketches. These were prepared by the late Cyrus Cuneo, the well-known war artist, who was recently killed in action.

GORDON and GOTCH, (CANADA) Limited, 136 Bay St., Toronto, Canada

---



He is SO Happy Modelling, with MODELLIT

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odorless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

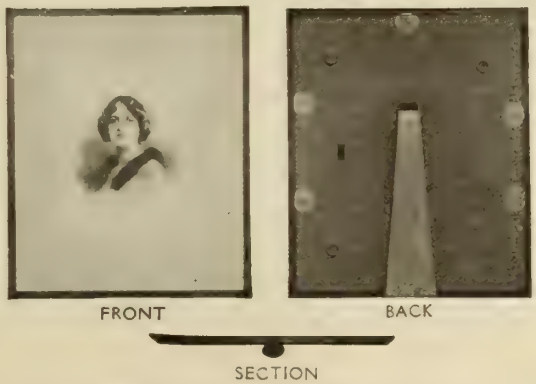
Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Refills 1 lb. Blocks

Agents for the Dominion of Canada:
MENZIES & COMPANY, LIMITED - TORONTO, CANADA.

Write Us for Samples and Particulars TO-DAY
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

The "Quadro" Frame

(Patented in all countries)



An original and inexpensive frame for Photographs & Pictures.

Permanent Artistic

By means of this invention which consists of a simple metal edging it is possible to frame any picture, print or photograph in a permanent and artistic manner in a minute.
The edging is made in lengths of 2¾", 3", 3¼", 3½" & upwards by ¼ inches to 15½" inches and any size within these limits can be supplied with Glass, Strut and Suspender rings suitable for upright or oblong positions

No tools, glue or accessories necessary.
Dull art enamel finish Brown, Grey, Black and Green.

Samples & Particulars from
BARTONS', Cosway Works,
Finch Road, BIRMINGHAM, ENGLAND.

IMPERIAL NEWS Co., LIMITED

TORONTO, CANADA

American Paper Bound Books

We positively supply fullest range, best authors, titles and covers. ALGER books for boys at 7½c. The ALERTS, by Garvice, Clay and so forth, only 7½c. The JESSE JAMES —all titles at 9c. Modern authors— 100 titles at 8½c.

Full Lines English 6d. Novels

New stock—Best Titles—All good authors. We have the largest and most complete stocks in Canada. Do not place your order elsewhere.

John Long's 1/- Paper

Here is a line selling in thousands monthly. Have you tried it? Send for list of Titles and Samples. These will sell when nothing else will. Lowest price ever quoted in Canada, 18c.

CHEAPEST BOUND BOOKS IN CANADA

Strong Cloth Picture Cover. Hundred titles. Sell 15c. Price 10c.

Alert Books. Wrapped Picture cover. Regular 20c. Sell for 25c. Price only 17½c.

Fifty-Cent Lines. Very handsomely bound—attractive wrappers. Meade, Southworth, Wilson. Price 22½c.

Ward, Lock's 6/, remainder sold up to $1.50. Clearing at only 26c.

MAGAZINE WALL RACKS—BOOK COUNTER RACKS.

To hold 10 magazines, 85c.; 20 magazines, $1.65; to hold 20 books, $1.50; for five newspapers, 25c; Ladies' Home Journal and Post Racks 15 cents.

Pencils, Pens, Rubbers, Clips, Parcel Straps, To Let Signs—Get samples and prices.

IMPERIAL NEWS COMPANY, LIMITED

87 Queen St. E., Toronto, Ontario

A REAL BARGAIN

In $1.25 and $1.50 Fiction Novels. (NOT REPRINTS), but original editions. A few of the titles given below: "Gillespie," "Miracle Man," "The Flying Inn," "You Never Know Your Luck," "White Passion," "Vanguard," "Fortunate Youth," "Hour of Conflict," "Argyle Case," "Carpenter and Rich Man," "John Ward, M.D.," "On With Torchy," and about 40 others. Price 35 cents each.

This is a great opportunity for any dealer to make a little harvest for himself this Christmas.

Remember they are not "REPRINTS."

ANNUALS

CHUMS, PLAYBOX and the famous line of Ward, Lock Wonder Books in stock until Xmas.

JUVENILE BOOKS

To suit all tastes. The jump in prices has not affected us, consequently we are able to offer you at the old rates (and which are now Bargain Prices) the latest issues from all the best Publishing Firms.

Imperial News Company

Limited

254 Lagauchetiere Street, Montreal

IMPERIAL NEWS COMPANY

LIMITED

WINNIPEG

We have in stock the following up-to-date stock ready for our customers:

UNCONSCIOUS TRAITORS.

A Political Sensation for Canadian readers. Paper Edition with striking cover. Price, 38c.

INTERNATIONAL CARTOONS OF THE WAR.

By all the principal cartoonists of the world. Raemaekers, Dyson, Sem, Bakst, Steinlen & Punch. 20c.

NEWS OF THE WORLD WAR MAPS.

This is a map of Europe and the adjacent Fighting Zones. Showing all the Fronts from Kut-el-Amara to Flanders. Price 12c.

Sole Canadian Agents for

OFFICIAL PHOTOGRAPHS OF THE FRENCH ARMY.

DAILY MAIL OFFICIAL WAR POST CARDS.

These are splendid values at $10.00 per thousand. Send us an order for any of the above lines and you will find them quick sellers.

Wholesale Agents for all British Periodicals. Write for Catalogue.

WE have a full line of Stephens' and Stafford's Ink, also Paste, Mucilage, Gloy, Cico and Grip.

—

Playing Cards, Cribbage Boards, Checkers and Checker Men, Scoring Tablets.

—

Large stock of Shamrock Pencils just to hand.

—

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



He Came In to Buy Pens—He Went Out With Pens, Paper, Ink, Blank Books, Etc.

The salesman knew that if he used pens, he used ink, paper, pencils, etc.

One suggestion led to another, and the salesman increased his order from 75 cents to $4.15.

Stationers who appreciate the possibilities of thus developing one sale out of another realize what a tremendous influence an efficiently conducted pen department has on their entire business.

The most profitable pen departments are those that concentrate on one complete line, for these reasons:

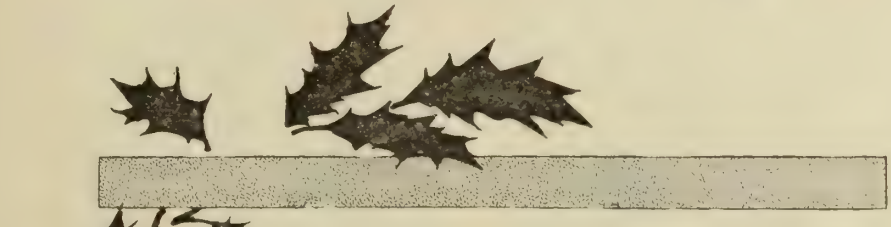
You tie up less money in stock, save counter space, get maximum display, and make it easier for customers to buy.

To assist dealers in concentrating, there are ten different sizes of Esterbrook Counter Display Cases. Write us to-day for complete information.

Esterbrook Pen Manufacturing Co.
18-70 Cooper Street Camden, N.J.

Esterbrook Pens "Easiest to sell!"

Greetings



MESSRS.
Clark Bros. & Company, Limited
Winnipeg - Edmonton
Manufacturers in Western Canada of Select Stationery

Wish their many customers and friends a Happy Christmas, and Joy, Health and Prosperity throughout the coming year.

MACLEAN'S MAGAZINE *for JANUARY*

MORE than any other magazine, MACLEAN'S interprets the life, thought and spirit of the Canadian people. It entertains, of course, as a magazine of its class should—this by fine short and serial stories by the foremost living Canadian authors (see "Stories" in the summary of contents on the right, and note that Sir Gilbert Parker begins a new serial in the January MACLEAN'S). But MACLEAN'S does more than entertain: it informs the reader on matters Canadian in a broad way.

As a consequence of its distinctively Canadian character — both as to its principal contents and as to its contributors—MACLEAN'S MAGAZINE has a sure appeal to the best element of the Canadian pople, many of whom declare with enthusiasm that it is easily the first of all magazines in their affection and esteem.

Booksellers:

THE January MACLEAN'S is so outstandingly good that you should bring it to the attention of every customer. Call their attention in particular to the names of Sir Gilbert Parker, Stephen Leacock and Miss Laut—big names, all of them, names to which customers answer back—with an order. Take home MACLEAN'S yourself. Read it. Then you will know better how good it is.

Contents:

SIR GILBERT PARKER. The opening chapters of a new serial, "Jordan is a Hard Road"—a story of the Canadian North-West, introducing some old friends.

STEPHEN LEACOCK. "In Dry Toronto"—rich humor, combined with a latent seriousness. Leacock is always good.

AGNES C. LAUT. "The Cost of the War"—an international business article by this brilliant Canadian writer, whose intimate friends are bankers and financiers and others with inside knowledge.

BETTY THORNLEY. Another Canadian woman writer with the mind of a business man and with a burning love for her Western homeland. Her contribution—"Putting the Yardstick on Canada," is the story of a journey she made last summer to the Skagway region of British Columbia—a part of that province seldom visited and about which most of us know little.

MAIN JOHNSON. Mr. N. W. Rowell's secretary, and who accompanied Mr. Rowell on his recent trip abroad, and visited THE FRONT with him. Mr. Johnson contributes a vivid story of what he saw and learned on the Western Front.

W. ARNOT CRAICK writes of the New Shipbuilding Industry in Canada—a timely article on a matter of the first importance.

STORIES by the following distinguished Canadian short-story writers: Alan Sullivan, A. C. Allenson, Peter McArthur and H. M. Tandy.

DEPARTMENTS. Review of Reviews, where are condensed for busy readers the best things in current literature; The Business Outlook, a well-informed survey of Canadian business conditions, and Information for Investors, a valuable department for those with money invested or looking for investment.

Greetings
from the
Canadian Branch of the
Oxford University Press

May the following authors also extend greetings:

STEPHEN LEACOCK
SIR GILBERT PARKER
WILLIAM J. LOCKE
BOOTH TARKINGTON
MARJORIE PICKTHALL

as they have many times succeeded in

Arresting! Your Attention

A NEW LEACOCK "THE" FUN BOOK OF 1916

"FURTHER FOOLISHNESS"

Sketches and Satires on the Follies of the Day

By STEPHEN LEACOCK, author of "Moonbeams from the Larger Lunacy," "Behind the Beyond," "Nonsense Novels," etc.

With Striking Jacket in Three Colors. Cloth, 12 mo. $1.25 net.

Stephen Leacock's seventh volume of humorous stories and sketches bids fair to surpass in popularity all of its predecessors. It deals with Peace, War, Politics, Literature, Love—in fact, **everything.**

THE NOVEL OF THE YEAR

"THE WORLD FOR SALE"

BY SIR GILBERT PARKER.

CLOTH - $1.50.

The scene is laid in the new lands of the Canadian Northwest, golden with miles of ripe wheat and green with forests of pine.

Quite the Book of the Year—One of Parker's Best.

"THE WONDERFUL YEAR"

BY WILLIAM J. LOCKE.

Author of "The Beloved Vagabond," "Jaffery," "The Fortunate Youth," etc.

Every lover of the "Beloved Vagabond," of "Septimus," and of "Jaffery," will welcome this new Locke novel. To his long list of quaint and ever-charming characters is now added the lovable Fortinbras, Merchant of Happiness and Godfather to all the storm-tossed dreamers of the Quartier Latin.

A Striking Jacket in Four Colors, Large 12 mo. Cloth $1.40 net.

100,000 COPIES IN AMERICA
It can be done with your help.

"DOREEN and the SENTIMENTAL BLOKE"

BY C. J. DENNIS.

CLOTH, 75 CENTS.

"There is as much human nature in some folks as there is in others—if not more."—So David Harum said.

That means everybody will buy and laugh and cry over Doreen. Give them an opportunity

THE LAMP OF POOR SOULS AND OTHER POEMS

BY MARJORIE L. C. PICKTHALL.

With Frontispiece by F. WALTER TAYLOR.

CLOTH, $1.25 NET.

This volume includes all the poems that appeared in "The Drift of Pinions," as well as a number of new poems heretofore not published in book form.

S. B. GUNDY

Publishers in Canada for Humphrey Milford

25 Richmond Street West, - TORONTO

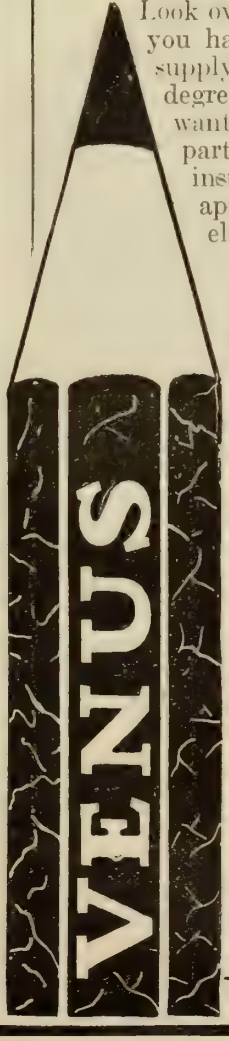
Why does it repeat and repeat?



THERE is just one reason why customers come to you again and again for **VENUS** and why they will not accept substitutes for these splendid pencils with their distinctive water-mark finish. It is the best pencil that can be made—finest of raw materials, the highest class workmanship, and it is made in a sufficient number of degrees to satisfy every requirement.

17 perfect degrees

VENUS
10¢ PENCIL
for every possible purpose



Look over your stock. See that you have on hand an ample supply of each of the 17 degrees so that the man who wants and asks for some particular one, like 6B for instance, will not be disappointed and have to go elsewhere.

VENUS copying pencils, medium and hard, for billing and manifolding, are in great demand and give the utmost satisfaction.

Better write in for VENUS Erasers if you have not already ordered them. They are gray, will not discolor delicate paper or materials, have a wonderful even texture and are increasing in popularity daily as their good qualities become known. And be sure to put **Venus Pencils** and **Erasers** in a very easy-to-see and easy-to-get-at place in your store. The increased sales warrant this. Try it.

AMERICAN LEAD PENCIL CO.

220 Fifth Ave., New York
and Clapton, London, Eng.

*Makers also of the famous **Blue-Band Velvet 5c Pencil.**

PRACTICAL CHRISTMAS PRESENTS

You will be asked many times in the next few weeks for suggestions. Nothing could be nicer than a Loose-Leaf Memo Book—Diary—Recipe Book. Memos are suitable for everyone, and our large range of sizes will meet every requirement. They are bound in genuine Black Morocco, leather lined. Our Diaries are perpetual, good for any year; no dead stock. Bound in Genuine Morocco. An ideal present for the boys who are going overseas. For the housewife we suggest our Recipe Book—bound in White Artificial Leather, lined with the same material. This book, being white, fits in with the modern idea of sanitary kitchens and can be kept clean, as it is washable. The present high prices of provisions makes such a book very valuable, as the collection of economical recipes will soon result in a saving far above the cost of the book. A letter or wire will result in immediate shipment. Show your customers the STERLING imprint, point out the MADE-IN-CANADA feature, the practical ideas, and the sale will be easy.

Manufactured by

LUCKETT'S STERLING LINE

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria Street Dept. S. TORONTO

LUCKETT'S STERLING LINE

The Non-Shine Chair Pad

Dealers: Have you ever realized the selling possibilities of the **Non-Shine Chair Pad?** Every office employee in your town is a mighty good prospect for this very necessary little office article. The fact that 500,000 were sold in the U.S. is ample evidence of their popularity and selling value.

There is a big field open in Canada to push the Non-Shine Pad. Live dealers are going to make good profits on its sale.

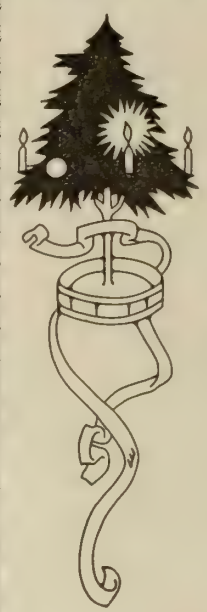
We will be glad to furnish you with full particulars of the Non-Shine on receipt of a post card request. Send it right away.



Non-Shine Pad Co.

1039 Ridge Ave.

Philadelphia Pa.



We wish all our Customers a very Merry Christmas and a Happy New Year

The Globe-Wernicke Co. Ltd.

STRATFORD, CANADA

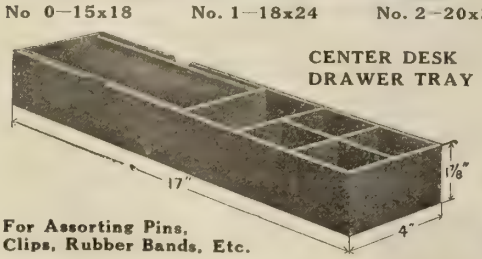
POLAR PRACTICAL OFFICE ARTICLES SELL QUICKLY

AT LIBERAL PROFITS



GLASS DESK PAD

No 0—15x18 No. 1—18x24 No. 2—20x34



CENTER DESK DRAWER TRAY

For Assorting Pins, Clips, Rubber Bands, Etc.

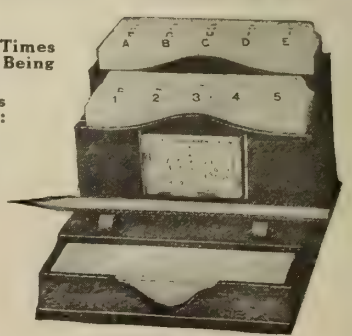
Every Dealer Should Keep Posted at all Times About Our Entire Line. New Items Are Being Added Continually.

Some of our other practical office articles which all dealers should know about:

- Polar Desk Calendar.
- " Pocket Index Card Cases.
- " Cut Glass Paper Weights and Trays.
- " Side Desk Drawer Tray.
- " Paper Weight and Memo Pad.
- " Penknife and Ink Eraser Blade.
- " Signature Blotter Book.
- " Valuable Paper Wallet.
- " Furniture Top Protectors.
- " Typewriter Shock Absorber Pad.
- " Felt Mats.

A Liberal Discount to the Trade.

Dealers, write for complete information



DESK REMINDER

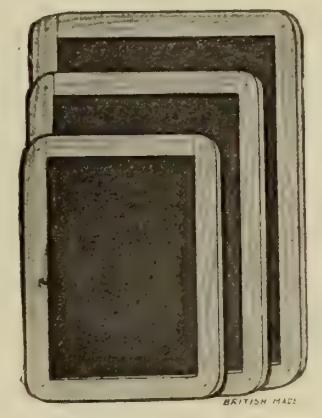
Polar Manufacturing Co., 101-103-105-107 No. Marshall Street **Philadelphia, Pa.**

GOOD DELIVERIES

Prices upon Request

WHOLESALE and SHIPPING ONLY

WRITING SLATES



CHARLES W. BAKER

SHOWROOM:

Armfield's Hotel, South Place, Moorgate

LONDON, E.C. Phone 7345 London Wall

Correspondence to

Northampton St., Essex Road, London, N., Eng.

Jost "Elite" Cards and Art Calendars

Private Greeting Cards.

Xmas Greeting Cards.

Hand-Colored Photo Art Calendars.

All Cards Photo-Engraved and Hand-Colored, from Original and Exclusive Designs.

Correspondence solicited from interested parties.

J. H. JOST, - Halifax, Canada

Style L Cabinet made of wood in beautiful mission finish with samples attached to the front.



Glass Heads
Steel Points
This assortment including Window Poster

$10

F.O.B. Phila.





The Hanger with the Twist
Two or more sent F. O. B. destination
East of Denver
Free Samples sent on request

This $15 assortment (150—10c Pkts.) on your counter will sell

Moore Push-Pins

Moore Push-less Hangers

Moore Push-Pin Co., Key No. 117, Berkley Street, Philadelphia, Pa.



The most scientific achievement in pencil making

The perfect balance of smoothness, the strength and the wearing quality of

DIXON'S ELDORADO

THE MASTER DRAWING PENCIL

has made it the favorite pencil of Engineers, Architects, Draftsmen, and Artists.

A stock of these popular pencils, with a liberal use of our free dealer helps, will blaze the trail to your store, will win for you steady and reliable customers.

Dixon's Eldorado Pencils are quality through and through. There are seventeen perfect gradings, to suit each and every discriminating pencil buyer.

Illustrated above is our handsome sign for use on counters and show cases. Standing 18" x 21" and finished in six colors it is a sure eye catcher, a certain sales puller.

We have many other novel and attractive selling ideas, which we gladly furnish to every dealer.

The "Eldorado" is a sure money maker. Try it. You'll find it worth pushing.

Made in JERSEY CITY, N.J., U.S.A., by the

Joseph Dixon Crucible Company

ESTABLISHED IN 1827

A. R. MacDougall & Co., Limited

Canadian Representatives

266 King Street West, Toronto

How is Your Stock of

Merriam-Webster Dictionaries?



New International

400,000 Vocabulary Terms.
30,000 Geographical Subjects
12,000 Biographical Entries
6,000 Illustrations
2,700 Pages

Regular Edition—Size, 12⅜ x 9¾ x 5 inches. Weight, 14¾ lbs. Nine durable and artistic bindings.

India-Paper Edition.—Size, 12¾ x 9¾ x 2½ in. Weight only 7 lbs. Library Buckram and Full Seal binding.

WEBSTER'S COLLEGIATE DICTIONARY

Third Edition, Merriam Series

A New Book. The largest abridgment of the New International. 1,248 Pages. 1,700 Illustrations. 100,000 Words and Phrases. Scottish Glossary.

Regular Edition: Four substantial bindings.

Thin Paper Edition: Three especially attractive bindings.

Webster's New Ideal
The Best of Its Class.
Size 5¾ x 8 x 1⅝ inches.

Webster's Little Gem
The most complete of Pocket Manuals. 224 Pages

Write to your jobber for terms, etc., or address

G. & C. MERRIAM CO. SPRINGFIELD, MASS., U. S. A.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

See our values before placing your next order

Our splendidly equipped factory enables us to turn out high-grade pencils in various finishes, degrees of lead, etc. Why sell imported lines when you can get just as good value and better from us? All our pencils are Canadian-made.

Knowing that our values in this line will interest you much, we respectfully solicit an investigation. Write to-day for sample card. Examine the pencil values we offer you, and then judge for yourself.

Send for that sample card now.

WILLIAM CANE & SONS, Limited

NEWMARKET, ONTARIO



THIS advertisement will be seen by practically everybody in your section, wherever you may be, because it will appear in all these leading magazines:

The Saturday Evening Post
The Literary Digest
Life
Cosmopolitan
Vogue
Vanity Fair
Harper's Bazaar
Theatre Magazine and
MacLean's Magazine

Cash in on this Gift Suggestion

THIS YEAR the people in your section will buy more Congress Playing Cards as Christmas gifts than ever before. They all know that Congress Cards are appreciated by everybody, and they will gladly follow the suggestion in the advertisement reproduced above. Why not attract to your store a goodly number of these Congress buyers? Why not make your share of these ready sales and have the opportunity of interesting these customers in other holiday goods as well?

Now, of all times, it is decidedly to your interest to stock and show Congress Cards. If you already sell them be sure that you have the following new backs in the new French size for Christmas trade; Mutter, Fountain, Muse, Vista, Sappho, Orpheus. There will be a persistent demand for them. If you have never carried Congress Cards have your jobber send you an assorted lot containing the backs mentioned. The investment is nominal, the turnover quick, the profit good.

BICYCLE PLAYING CARDS—The increased sale of playing cards at this season is not confined to the art designs. Many people will give their friends two or three decks of Bicycle Cards for general play. So don't overlook this opportunity to attract Bicycle buyers to your store.

THE U. S. PLAYING CARD COMPANY
TORONTO, CANADA

The Literary Finds of the War

Cosy Pocket Editions, attractively bound, with excellent letter-press and clever illustrations. Admirably suited for Holiday Gifts.



The Chancel
Ypres Cathedral

With A Field Ambulance At Ypres

By William Boyd

"One of the finest things in the whole literature in the war."—*Toronto Globe.*

The first book adequately to bring out the real beauty of War. Quite unlike any other War book. Mr. Boyd is Professor of Pathology at the University of Manitoba, and this book which has very considerable literary charm, consists of letters written during the time when he worked with a field ambulance in the Ypres salient, from March 7th to August 5th, 1916. This story of an observer, sensitive to beauty, sensitive to heroism, widely-read in the best literature of the world, and with the training of a scientist, adds one of the most accurate and best written narratives to Canadian books of the War.

Six unusual illustrations from photographs by the author, 12mo., $1.00

A Companion Volume to "A Hilltop on the Marne"

A Volunteer Poilu

By Henry Sheahan

This vivid and brilliant book does for the French army what "The First Hundred Thousand" and "Kitchener's Mob" have done so successfully for the British. Mr. Sheahan, who is the son of an American father and a French mother, has lived much in France and knows the country, its people, and their language intimately. Soon after the outbreak of the war, he enlisted in the field service of the American Ambulance and spent nearly a year at the extreme front. Owing to his birth and long residence in France, and his facility in the language, he came into uniquely intimate relations with the poilus. No book has yet appeared which gives so detailed and human an account of life in the trenches and deals so interestingly with the characters and occupations of the men.

Illustrations from Photographs. 12mo., $1.25



A Package for "Fritz"

Mildred Aldrich's Famous Books:



Told In A French Garden

one of the most exquisite pieces of literature that have grown out of the war—or, rather, *around* the war, for the leading characters in the book are making strenuous efforts throughout to think and talk about almost any other subject except the war.

Illustrated. 12mo., $1.25

A Hilltop on the Marne

Perhaps the straightest and most charming book yet written in English on a single aspect of the War. So personal is its charm and in a sense so social, it would be delightful on any account, but on account of the War it is extraordinarily compelling.

Illustrations and Maps, 12mo., $1.25

The Musson Book Co., Ltd., Publishers, Toronto

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXII. DECEMBER, 1916 No. 12

IN THIS ISSUE

When is a Store a Stationery Store?

Potentialities of Some Holiday Lines

The Successful Traveler

The Coming of Transfer Time

Ideas for Selling, Display and Advertising

Cardwriting Made Easy

The Best Selling Books of the Month

Monthly Record of New Books

New Goods Described and Illustrated

And Other Valuable Articles

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, President H. T. HUNTER, Vice-President

H. V. TYRRELL, General Manager T. B. COSTAIN, General Managing Editor.

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1885.

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, Manager

CHIEF OFFICES:

CANADA—Montreal, 701-702 Eastern Townships Building; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024. A. H. Byrne, 1104-5-6-7, Fort Dearborn Bldg., 105 West Monroe St., Chicago, Telephone Randolph 3234.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year; other countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

Keep a full supply every day this month of The Wonderful Holiday Book

"When a Man's a Man"

By

Harold Bell Wright

Author of "The Eyes of The World"

Cloth, illustrated - - $1.35

Full Leather - - - $1.85

Order Promptly - Telegraph if necessary

THE TORONTO NEWS COMPANY, Limited
TORONTO

THE MONTREAL NEWS COMPANY, Limited
MONTREAL OTTAWA ST. JOHN HALIFAX

Editorial Chronicle and Comment

THE SUCCESSFUL TRAVELER

HATS off to the good traveling man! The successful traveling salesman usually has a "personality" that figures very largely in his success in selling and a great measure of this personality is due to his recognition of certain requirements that make for success in any line of business.

They post themselves on questions and problems of the hour and thus are able to acquit themselves creditably in discussing any subject looming large in the world; but more important still they post themselves thoroughly not only about the goods they sell but the other goods sold in the same line of trade. Conseuqently they are veritable walking encyclopaedias.

These "top notch" traveling salesmen are of the kind who thoroughly read their trade paper.

A prominent manufacturer in the United States, who in his younger days was a traveling salesman, in recounting some of his experiences, said that his success had come slowly and by hard work.. He had to study and learn the game. He happened, when a young salesman, to read a well-known trade journal in a customer's store. He became a subscriber and he regularly read that trade paper. He found that instead of only being interested in his own little territory he became interested in business in a national way. As he was promoted to a more important route, where he called on larger merchants, he was able to discuss questions of general interest with this class of dealers.

With this experience of his own he was often surprised to hear young salesmen in various lines say that they never read a trade journal. A good trade paper costs so little, and salesmen have so much spare time on trains to read, that one would imagine every ambitious, determined-to-get-there salesman would have his trade journal in his grip and that he would study it at every opportunity.

Playing cards is an innocent enough amusement, but as a matter of fact very little is learned from games of cards. The young salesman who has a lot to learn surely has no time to waste on his trips in card games.

Of course, gambling for money is out of the question with a salesman who has made up his mind to succeed. A man cannot sit up a large part of the night smoking and drinking and be fit for business the next day.

The older salesman should be ashamed to invite the young salesman to "sit in" a game. We all know the "cub salesman" has temptations enough on the road. Take my word for it, there's nothing in these sociable salesmen's games. You will lose money, time and reputation, and make "cocktail acquaintances" whose I. O. U.'s are not negotiable at any bank.

PROMPT SERVICE

PATIENCE is a virtue seldom possessed by man and of course the writer who penned those words had women in mind as well. Both men and women are sometimes credited with having an extraordinary store of this virtue judging by the manner in which it is taxed in some retail stores, not excepting book and stationery stores in Canada.

It is not an uncommon sight to see a customer patiently waiting to be served, sometimes not too patiently, and to the casual onlooker it is not surprising that patience is frequently exhausted because of lack of service that could be given without very great exertion on the part of the salespeople.

The merchant's endeavor should be to adequately serve even those who are unduly impatient, because it is a bad thing for any business for a customer to be permitted to leave a store displeased in any way by reason of the treatment accorded such customer or regarding anything else about the store for that matter.

Therefore serve every customer with the utmost promptitude and just now on the threshhold of the final Christmas rush, when there will be so many to serve, the greatest possible care should be observed in this particular.

ABOUT RETURNING DRAFTS

ATTENTION is frequently drawn to the habit that persists with too many retailers of returning drafts without sufficient cause for such action and without consideration for the wholesale house thus incommoded.

Merchants should remember that payment by draft besides being of advantage to the wholesale concerns in conducting their businesses, is helpful also to them, particularly the many smaller dealers who

have not a great deal of time to spend looking after a number of books.

When a draft comes in and is correct, it should be promptly accepted and any necessity for returning drafts because of lack of immediate funds should be guarded against in advance. This is a most important element in conserving credit. He should guard the credit of his business as he would his life for the good credit of any business is its real life.

There is in some quarters a prejudice against the system of payment by draft, but any business man who will take the trouble to thoroughly investigate and post himself on the whole question will find that the system is for the general good of trade and a complete grounding on this subject will also promote greater consideration for the wholesale houses, because the retailers themselves are not more keenly anxious for good business in the retail stores than the wholesalers. So interdependent are the wholesale and retail interests that any assistance which the retailers can extend to the wholesale houses in the way of co-operation, will in the final analysis redound to the benefit of the retail trade as well.

PERSISTENCY THAT PAYS

IT IS a strange paradox of advertising that many a man will boost, for all he is worth on a proposition that is losing heavily; will spend money and hours in finding new ways and arguments to make the thing go, only to drop it at the flood tide of its success to shift for itself.

It is a short-sighted policy that enables this to happen time and again, that fosters the impression that advertising will carry on under the power of its momentum.

The men who have achieved their success through advertising never desist. No matter how good their product, they know that the public needs to be told, and needs to be told repeatedly. Persistent hammering is the basis of successful advertising. There are so few things to make the public remember, a thousand outside influences to make them forget.

There are thousands of instances that might be enumerated. Many of the fads of yesterday are dead and gone, not because what virtues they had have departed. They were as good or as bad now as then, but their virtues have ceased to scream at you from the newspapers and to glare at you from the signboards. You remembered somebody else's pills or lotions, because they speak so highly for themselves, but the old reliable much vaunted remedies forgotten in a moment. Think of it yourself. You can remember advertisements you have seen. The tinge of them still lingers in your memory, a shadowy suggestion of something, but the focusing power has gone. Memory has failed you. It is dead advertising, a pitifully pointless thing.

Men will find a thousand reasons for discontinuing successful advertising. His trade is as good now as he needs. He is oversold in many lines and does not need to push.

Here is the vital mistake, the false security is a chimera. Good business may drift into failure, and a word that is not on everyone's lips is soon forgotten. You may not need the advertising to-day but you will to-morrow and to-morrow you will have to face two days of forgetfulness.

This is one of the mistakes of advertising and it applies to retailer as well as manufacturer. Intermittent advertising loses half of its punch, a persistent advertising campaign is better than starting incursions into the field. Because retention of an idea is what is aimed at in the advertising field, and few advertisements have attraction enough to carry themselves in memory for any length of time. No, advertising is the science of persistence, and its motto, Boost—winning or losing, boost all the time.

A JUST COMPLAINT

WHEN is a store a stationery store? This question is raised by a protest made by an Ottawa bookseller and stationer, D. B. Craig, against encouragement being extended to drug stores in the handling of stationery lines. This sentiment has the support of BOOKSELLER AND STATIONER.

It is only fair that every community should give its support in the purchase of books and stationery to stores that can truly be classed under this trade heading, and it is ridiculous for a druggist having only a minimum stock of stationery items to represent himself as being a stationer. But what of the many stores that carry comprehensive stocks of books, stationery and associated lines in addition to drugs? Are these not truly book and stationery stores?

Readers of BOOKSELLER AND STATIONER will recall, for instance, the extended write-up with illustrations of the store of E. C. Fraser, Sherbrooke, Quebec, which appeared in our issue for December, 1915, the distinctive feature of this whole article, as well as of the illustrations, being that this store was shown to be to a greater extent a book and stationery store than a drug store.

This is equally true of many other stores in various parts of Canada. In the Western Provinces especially, these "duplex" stores are very numerous, to the extent, in fact, of being the rule rather than the exception.

Getting back to the case of the druggist who stocks a small quantity of stationery, Mr. Craig is right in the stand he takes that this poaching on the preserves of the legitimate book and stationery merchants should not be encouraged.

Once again the need of a trade association is thus emphasized. When are the booksellers and stationers throughout Canada going to rise to the occasion and by united action through a trade organization assert themselves and gain recognition that will enable them to cope with such trade evils?

Potentialities of Some Holiday Lines

Some Observations That Will be of Suggestive Value to Retailers, Pertaining to Few Ready-Selling Christmas Items in Stationery Shops.

POTENTIALITIES OF SOME HOLIDAY LINES

ART calendars continue to find favor as holiday gifts and rightly so. It is not necessary here to range over the immense varieties in which calendars are offered to the trade. A great proportion of them are highly attractive pictures and are calendars just incidentally, the calendar feature being merely an inconspicuous little calendar pad. They are treasured for their artistic merit long after the calendar itself has run its course. It goes without saying therefore that they carry with them a large measure of satisfaction for the recipients. There is another type of calendar which, while not sold nearly so extensively, is equally meritorious and appreciated perhaps to an even greater extent by those who receive them, especially if they are given to the right type of people. What is referred to is the calendar with a page for each day of the year, each page having a quotation from the works of some famous author or poet. In these calendars there are various classes of quotations, but perhaps those of the strongest appeal are the ones expressive of kindly sentiment and those of an inspirational character. Others have devotional and Biblical quotations and humorous quotations, naturally, are also quite popular.

* * *

FOUNTAIN PENS

Stationers as a rule will doubtless be fully alive to the chances they have for making good money in the sale of fountain pens as holiday gifts. This is one of the lines not likely to be neglected, because a fountain pen makes a particularly suitable present and, with most people at least, being an article of daily use, serves as a constant reminder of the giver. A fountain pen is a good gift for a man or woman, boy or girl. In the case of gifts suitable for ladies or for children the problem is not nearly so great as with the selection of articles intended for men. Fountain pens should be featured prominently in the windows in displays of articles especially suitable as gifts for men and so with other mediums of advertising as well.

* * *

LEATHER GOODS FOR MEN

Among the articles that may be introduced with particular success as gifts for men are such items in the flat leather goods line as wallets, letter cases, pocket books and card cases. These are obtainable from very low prices up as far as most people are willing to go. In wallets and letter cases the very fine grade of leather used in those retailing at four or five dollars each, make these items popular Christmas sellers. From wholesalers it is learned that it is difficult, with quite a number of dealers, to get them to stock the higher priced qualities in these goods but once a dealer takes the step, re-orders are regular. It has been found in the experience of many a merchant that in cases such as selling goods coming in a number of different qualities and retailing at such prices as, for instance, one, two, three, four and five dollars each, that it is far easier to interest a customer in the highest priced of these by means of showing all five qualities than by jumping from one or two dollar items to the one priced at five dollars. This illustration applies very well to the selling of the articles in flat leather goods mentioned in the foregoing and is a subject worthy of the most careful consideration on the part of merchants who have not heretofore adopted this particular selling method.

* * *

CHRISTMAS PAPETERIES

It will be appreciated by the reader that the idea of this article is not to provide running comments on the whole gamut of holiday merchandise as found in the average stationery store. That would be too big a contract. It would be attempting something in the nature of telling a story without an end because of the multifarious nature of the stationer's stock. But it will never do to omit saying something about Christmas papeteries. This should be, and with some stationers is, one of the very best selling Christmas lines. The range to choose from, considering as a whole the products of the different writing paper manufacturing houses and the wholesale houses, is so extensive that there is no excuse for any retail stationers not having a comprehensive stock of these holiday boxes of writing paper and envelopes running from the cheapest ones up to five dollars each. Some merchants, so the traveling salesmen say, absolutely refuse to stock any papeteries to sell at over $1.50 or $2 each. They are standing in their own light by adopting this attitude. Their business is to sell stationery and what comes more directly under the heading of stationery proper than boxed correspondence paper and envelopes and why shouldn't the stationer work to try to get the public to appreciate and desire higher types of these products than have heretofore been generally sold? A man behind the counter in a store in any average Canadian community who cannot sell at least one five dollar Christmas papeterie isn't a salesman at all but merely an order-taker simply handing over to a customer what he selects from the stock on display. And even if the three, four or five dollar papeteries are not sold, it is advisable to have them in stock if only for their value as window pieces to help the sale of the other boxes. The same merchant who will not pay the wholesale price of $3 for papeterie designed to retail at $5 will probably not hesitate to spend much more than that amount for some mechanical window display specialty that he cannot sell at all and which is a thing of questionable value at best, frequently distracting attention from the actual merchandise on display in a window thus being really an encouragement to window-gazers. The confirmed window-gazer as a general rule is not the type of person that is induced to come into the store to buy. Instead of that he goes on his window-gazing way to the display of the haberdasher next door, then on to the show to be seen in the grocer's window, stopping long to enjoy the sight of the little squirrel in his treadmill in the window of the hardware shop next in line in his progress along the street.

* * *

CAMERAS AND KODAKS

While most stationery stores now include in their stock a line of cameras and supplies it is a remarkable fact that there are still quite a number of booksellers and stationers that have not fallen into line in this respect. With some of them the trouble seems to be a fear of going up against the strong competition of established dealers

(Continued on page 20)

News of the Month in the Stationery Trade

Mrs. Thomas Board, aged 73, died Saturday in the Wayne County home, Mich. She was the wife of Thomas Board, who formerly was a bookseller in Windsor for about 25 years.

* * *

Fire did considerable damage in the book and stationery store of I. E. York & Co., Waterford, Ont.

* * *

Out in Denver, Colorado, booksellers are now getting 75c for the reprint novels formerly sold at 50c.

* * *

VERSATILE MR. BRIDGES

The Livingston (Mont.) *Post* states that J. A. Bridges, who has been in the hardware business, is about to start a linoleum and art store'' in Bozeman, Mont. ''Mr. Bridges,'' says the *Post*, ''besides being an experienced hardware and art goods man, has always taken an interest in the chicken business, and has been an officer in the Park County Poultry Association.''

* * *

Arthur P. Reed, manager of the stationery department of the Copp, Clark Co., was a trade visitor to New York in November.

* * *

In the November issue it was stated that George Smithers, who has joined the Musson Book Co.'s traveling staff, would cover the Western Canada ground but this was an error as his territory will be Ontario.

* * *

A. R. MacDougall and S. J. Huber, of the A. R. MacDougall Company went to New York on business early in December.

* * *

Frank L. Severence, who has heretofore been treasurer of the Irving-Pitt Manufacturing Co., of Kansas City, has been appointed general manager and H. R. McCleary becomes sales manager. Mr. McCleary is a Canadian. He joined the I.-P. concern in 1911 but subsequently managed a large retail concern in Detroit for two years, rejoining the company two years ago.

* * *

KILLED IN ACTION

The sad intelligence comes that Herbert A. Stubbs, formerly with P. B. Willip & Co., Kelowna, B.C., has been killed in action in France. He was in his 25th year. He enlisted as bugler in the 47th Battalion.

* * *

PENCILS

A pencil is an ever-absent help in time of trouble. A man will carry a pencil for months with religious zeal, and upon the day he forgets it, he will need it more than he ever needed it before in his life.

When you are willing to sharpen a pencil for any woman, it is either because you are in love with her, or too scared to rebel, or because you think there is a chance of her sharpening it herself.

Pencils are soft, hard and medium. When a pencil is too soft it breaks. When it is too hard you can't write with it. When it is medium, the man has made a mistake and given you one too soft or hard.

To keep your pencil with you, so you will always be sure to have it, get an iron band riveted around your neck or waist and chain the pencil to it.—*Life.*

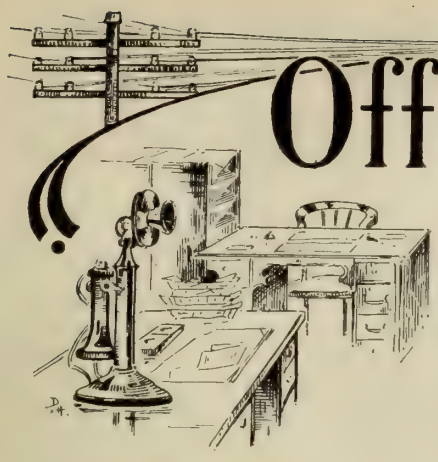
* * *

C. E. Cleland, of Weyburn, Sask., has perfected a new game called ''The Battle of Verdun.'' He visited Winnipeg recently and succeeded in arranging for the marketing of a large quantity of these games, providing arrangements can be made for their manufacture in time for Christmas trade.

CAMERAS AND KODAKS

(Continued from page 19)

handling an exclusive line, but the experience of hundreds of other dealers successfully breaking into the field with a range of cameras and photo supplies not sold by any retailer before that time in the particular towns in which such dealers were located, should be sufficient incentive to all such Doubting Thomases. Here again is a line or all-round appeal. Young men will greatly appreciate receiving a good kodak or pocket camera of some creditable make of which there are several—all of them high-class products. Young women will be similarly appreciative of such a gift and as for boys and girls, thousands of them are delighted by Santa Claus every year with gifts of cameras, a vast proportion of these being the small box cameras retailing at $1 to $3 each. The retailer's profit does not end with the money he makes on the individual sale of the camera itself for the new ''camera fiend'' will of course have to buy films and other supplies. Many at first are satisfied with paying somebody else to do the developing and printing and most dealers find the operating of a developing and printing service a means of adding still further to the profits of the camera department of his business. Quite an important branch of the photo supply trade is that pertaining to the sale of albums for photographs. ''Photo albums'' in the stationery trade is a term that refers to an altogether different article of merchandise than it did a score of years ago. Then, the familiar old albums with the highly ornate covers and gold-edged leaves of heavy board with slip-in receptacles for the then popular ''cabinet'' photographs, were still in favor, providing picture galleries of the different members of a family, their relatives and close friends, going back for generations. Who does not recall the experience of turning over the leaves of these family heirlooms in many a different home? And who wouldn't gladly have the opportunity of looking through one of them again for the fun there is in it? But specially privileged and fortunate is such an individual these days. Those old albums are objects of ridicule now, as are the chromos they accommodate and they are packed deep down and out of sight with other relics of the past. To-day the term ''photo album'' refers to a book in which to mount photographs taken by amateur photographers whose name is legion! This is another line in which the prices range from twenty-five cents, and even less, up to five, yes, ten dollars, and more. It is one of the most ready-selling lines in book and stationery stores and naturally those dealers who sell a general line of cameras and various supplies have the best chance of doing good business in these albums.



Office Equipment and Business Systems

Coming of Transfer Time

What it Means to the Commercial Stationer—Just as Seasonable as Christmas Trade—Offices Should be Canvassed

AS a dealer in stationery and office equipment, what plans have you laid or what do you propose to do in order to make the most of transfer time in business offices generally?

All over the country office men will soon be devoting attention to the transfer of correspondence, invoices, statements, cards and other guides that will have practically outlined their usefulness with the passing of 1916. This work begins about the middle of December and from that time until February there will be good business done in various transfer appurtenances. Business has been so good and correspondence as well as invoicing, etc., so heavy, that the volume of this business will be well above the average.

It will not do for the local stationers, in the smaller cities and towns particularly, to wait until the eleventh hour before canvassing prospective purchasers of these lines, and it goes without saying that they should not wait for this business to come to them without solicitation, because to adopt that method would be playing right into the hands of competitors from the larger cities who send their traveling representatives all over the country after business in all commercial stationery goods.

There is another element to consider and that is the danger of being unable to get delivery of goods later on, consequently those stationers who have not already ordered sufficiently to anticipate business likely to be done with these and other office supplies early in the New Year, should act immediately. The paper market, as BOOKSELLER AND STATIONER has pointed out time and again, is so unsettled this year that stationers must realize that conditions are extraordinary and not only must they adequately consider the difficulties of the situation as to available supply and price, but there is also the question of delivery and danger of too heavy a demand on freighting facilities.

Getting back to the prospects in this business of selling transfer cases and the many other items usually renewed or replaced at the end of the year, can you think of one office, whether in a large manufacturing plant, wholesale or financial concern, public institution or the offices of brother merchants in other mercantile lines, where these supplies will not be required to some extent?

In this connection do not fail to make due use of your windows in order to introduce new and improved lines, not only the particular items referred to in the foregoing, but office appliances of all kinds.

The playing up of this branch should not be altogether overshadowed by the goods essentially connected with Christmas and the holiday season. It must be remembered that these office lines are seasonable too, and if neglected, a good volume of business will be irretrievably lost, not only that, but failure to give due attention to this important branch of the stationery business at this exceptionally important time, will encourage possible customers to place future business with other concerns who give them good service at this time.

* * *

OFFICE APPLIANCE MEN ORGANIZE

A new organization in the United States is the National Association of Office Equipment Manufacturers. The officers are: President, F. E. Van Buskirk, vice-president of the Remington Typewriter Co.; F. H. Dodge, general salesmanager of the Burroughs Adding Machine Co., secretary-treasurer, W. A. Vawter, of the Baker-Vawter Co. These with the following gentlemen constitute the directorate of the new Association: H. K. Gilbert, of the Oliver Typewriter Co.; J. C. Nevins, of Felt and Tarrant Mfg. Co.; C. H. Hunter, of the Willott-Fisher Typewriter Co., and W. K. Page, of the Addressograph Co.

The objects of the association are to promote closer business relations between members and their customers and the general public, to devise ways and means for betterment of service, and to promote the general welfare of the membership concerns, their officers and employees.

* * *

RUBBER STAMP TRADE

In the United States the stationers in their office equipment departments have been giving more and more attention to the sale of rubber stamps, using this line to increase their profits rather than merely to accommodate customers.

Reports sent out by the committee on Rubber Stamps as presented at the recent convention of United States stationers at Atlanta, Ga., indicated that greater harmony existed between rubber stamp manufacturers and stationers than ever was true before, largely due to efforts on the part of their respective trade organizations. These reports indicated that there was a universal desire on the part of stationers to conform to the manufacturers' scale of retail prices.

* * *

LISTS RECEIVED

From Morton Phillips & Co., publishers, 115 Notre Dame street, Montreal, comes a catalogue of their various mercantile publications including interest and exchange tables, advance tables, bonds and stocks, ready reckoners and calculators, books on produce and export, bookkeeping, tariffs, commercial law, etc. It comprises 36 pages of publications of a commercial nature and its careful perusal cannot fail to be of suggestive value to all booksellers.

The Marketing of Loose Leaf Goods

Reforms Likely to Come Into Force Through Efforts of Stationers' Association in the United States

THE report of the Loose Leaf Committee of the National Association of Stationers and Manufacturers of the United States is of just as much interest to Canadian stationers in most respects as to the stationers in convention at Atlanta, Georgia, when the report was presented.

Following are some extracts from this committee's report:—

This committee has been in session with the manufacturers at three different times, and has gone over the loose leaf proposition thoroughly. There are a number of changes that they would like to make, but on account of the condition of the market it is impossible for them to do so until things become more settled.

A closer relation is now existing between the manufacturers of loose leaf devices and the Committee of the National Association, and a number of changes of greater or lesser importance have been effected, all of which are working to the decided advantage of the trade in general.

The manufacturers of loose leaf devices have arranged two committees to work closely with the Loose Leaf Committee of the National Association:

First: A committee on standardization to establish standard styles, grades and sizes of binders and to assist in the simplification of loose-leaf lines by the elimination of sides and grades for which there is but little demand.

Second: A committee on trade relationship to co-operate with the Loose Leaf Committee in establishing better trade conditions for dealers and manufacturers, and, if possible, to develop a plan which will afford a greater protection to the dealers carrying stocks of loose leaf goods from the competition of brokers and printers.

Loose leaf ledgers are here to stay, and the only way this line can be made profitable to dealers is to have as few styles and sizes as possible, which will enable him to carry a full line and a larger stock, thus doing away with the expense of small shipments by parcel post or express.

The various ledger outfits on the market are the most serious problem with the dealer at the present time, each manufacturer trying to outdo his competitor, either in price, style, or binding, consequently, the market is flooded with cheap binders, which are of no benefit to either the customer, dealer or manufacturer.

As a suggestion, we would recommend the following:

Current ledger binders in three classes:

Class 1: Grade A—Red pigskin and tan corduroy over double beveled boards.

Grade B—No. 1 red cowhide and best grade of tan corduroy over double beveled boards. In sizes 9¼ x 11⅞ and 11¼ x 11⅞.

Class 2: Grade A—No. 2 grade red Russia and No. 2 grade corduroy over heavy single board without bevel. In sizes 9¼ x 11⅞ and 11¼ x 11⅞.

Class 3: Grade A—Red imitation leather and tan corduroy over heavy single boards without bevel.

Grade B—Full canvas with imitation leather corners over single boards without bevel. In sizes 7½ x 10⅜ and 9¼ x 11⅞.

Complete outfits built up from Classes 2 and 3.

Size 9¼ x 11⅞—2nd grade Red Russia and corduroy.

Size 9¼ x 11⅞—Imitation red leather and corduroy.

Size 9¼ x 11⅞—Full duck and imitation leather corners.

Size 7½ x 10⅜—Imitation red leather and corduroy.

Size 7½ x 10⅜—Full duck and imitation leather corners.

Transfer and Sectional Post Binders.

A suggestion made to the manufacturers several years ago to combine the 5-16 and ⅜ inch posts into one, namely, the 5-16 inch for all purposes, I am sorry to say has not been acted upon as yet, and I again strongly urge its adoption, as this use of posts of two different gauges so near alike is a constant source of annoyance and trouble.

While the change would, for a year or two, cause some slight inconvenience, the move, however, is such an improvement that the trade would cheerfully co-operate with the manufacturers to attain this result and undoubtedly the change would meet with universal approval.

It might be arranged that the trade agree that at an early date all special forms ruled or printed be punched with holes for 5-16 inch gauge posts and all manufacturers be requested to furnish only posts of these dimensions after that time, and in this way the change would be made with very little trouble.

The suggestion that was made by the Loose Leaf Committee in their report of 1915, in reference to reducing the number of sizes in ring book covers, would suggest that the manufacturers for the coming year adopt the recommendation made, as they have proven correct.

As to binding, would suggest as a stock proposition the following:

Price book covers—1st grade—cowhide leather, with pocket.

Second grade—Artificial leather without pocket.

Large ring binders—Class 1—Bound in full canvas.

Large ring binders—Class 2—Bound in imitation leather back and corners, cloth sides.

We note that the manufacturers have taken a forward step in the pricing of ledger sheets, the three important rulings which are made and sold in large quantities, bear one price, whereas, the less important rulings which necessarily are produced and sold in small quantities, take a higher price.

Price book sheets: Plain should be sold at a lower rate than the ruled. This question has been put to the dealer a number of times, "Why are the plain sheets the same price number of times, "Why are the plain sheets the same price as the ruled?"

We feel sure that the one evil that has done much to reduce the profits on the loose leaf line, is in quoting a discount in loose leaf material, as you will find most every small dealer, as well as large consumer, is aware of the discount the trade is receiving.

We recommend that the dealers and manufacturers bill all goods net.

Each manufacturer should publish a standard retail selling price list of loose leaf devices, of only stock sizes; this catalogue to be used by the dealer to distribute to his customers, as a catalogue composed of stock and special sizes is confusing to the consumer.

As a separate catalogue giving prices on all special sizes of binders, sheets and specialties, not given in the retail list.

Ideas for Selling, Display and Advertising

Good Practical Suggestions That Will Show Alert Dealers the Way to Bigger Business

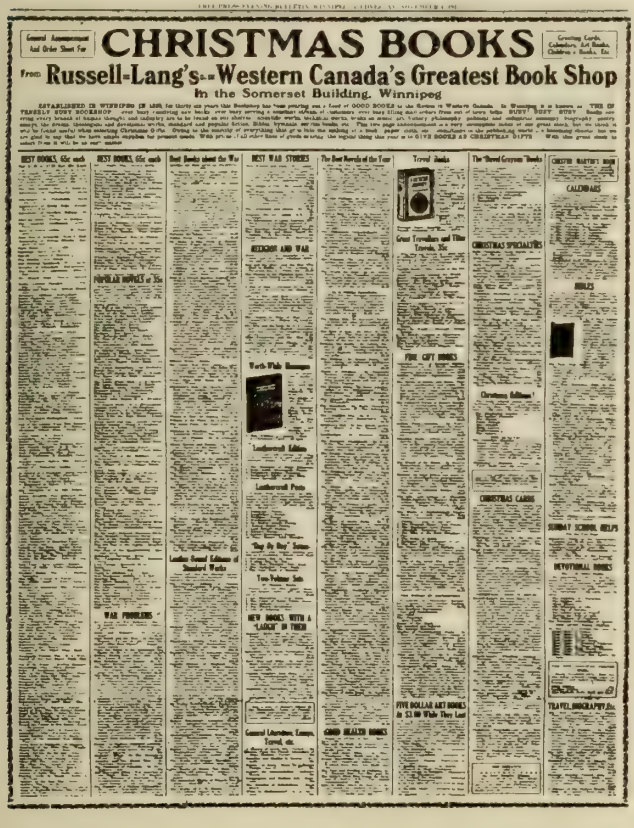
WHAT DO THEY SAY ABOUT YOUR STORE?

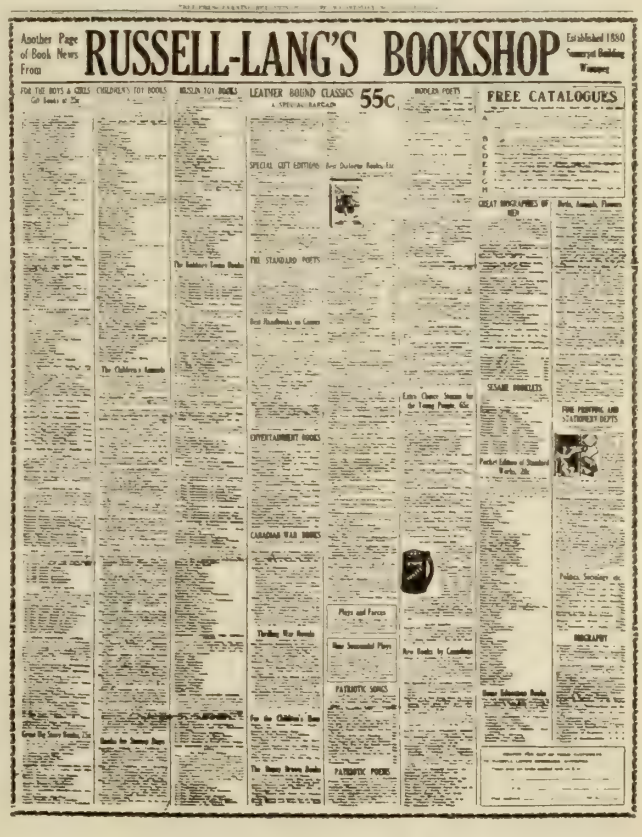
An article in the last issue by "An Old Timer" in which he took occasion to speak of the great value of good words spoken by customers of a store, inspires us to urge booksellers and stationers to give some thought to this question of what is being said about their stores. Most of the customers are women and in some common interest or other, women meet in assemblages such as Sewing Circles, meetings of Church, Fraternal or other societies, not to mention innumerable social gatherings. If common report be true, and the premise is supported by testimony coming down to us from all through the ages, these meetings are not like a Quaker service; there is no lack of verbal communication and for the purpose of this article perhaps it will be as well to refer particularly to

CHRISTMAS DISPLAY METHODS.

As usual in his November issue of "Cassel's Book Talk," Robb. Lawson has some good timely advice to booksellers in the Old Land and BOOKSELLER AND STATIONER takes the liberty of quoting a few of his suggestions:

"I strongly recommend frequent changes of books. Many of the shop-shy people who are habitual Christmas buyers makes notes of what they want to purchase beforehand. The fresh displays help to give them ideas. Try an 'All Picture Book Window,' 'Artistic Volume Window,' 'A Soldiers' Parcel Window' (these should consist of small parcels of pocket volumes and 'Shilling' series). Your own experience of the needs of your district should suggest other displays, such as 'Technical Volume Window,' if





This 2-page book advertisement is believed to be the largest ad vertisement of its kind ever published in Canada. It appeared in the Winnipeg *Free Press* in its issue of November 1. The *Free Press* has a very good book page, greatly appreciated by its readers, and also by advertisers.

the conversation that is incidental to the actual sessions of these various organizations.

It is safe to assume that when the women of a given town or city meet together, the bookstores of that town will occasionally come in for attention. That is the time when the good or bad points of a store are brought out in bold relief, especially the bad points. Now isn't this enough to make any bookseller wonder what is said about his store on such occasions?

Think of the advertising value of having good reports thus noised abroad in the community. The moral of this little homily is that retail merchants should endeavor so to conduct their stores as to make its good features so outstanding as to have them become the subjects of this word-of-mouth publicity, rather than any bad points that still remain to be overcome.

you happen to be in an artisan district.

"Make the windows look as Chrismassy as you can, but put out no shelf decorations. They only serve to confuse the onlooker.

Window Tickets.

"Priced volumes help to make quick sales. Tickets should not be bigger than two inches square—state number of illustrations where possible.

"It is bad policy to use cheap materials for decorative purposes. Crinkly paper and muslin should be avoided. They cheapen the effects.

"Avoid mechanical device attractions. They draw mostly window-gazers — seldom genuine buyers. Avoid violent colors—try and harmonize the various covers with the general scheme. Glass shelves show dust traces and

finger-marks easily—and detract from the general air of refinement.

"Your window is worth as much or more than your best salesman. Make it attractive, for it represents you to the passers-by.

Inside the Shop.

"I suggest placing the books on as many tables as you can muster—so that customers need not feel the shop is too crowded for them to do justice to the books.

"Where time affords and the children's books can be graded, such as 'Books for Juveniles, ages 6-8 years,' 'Books for Juveniles, 10-14 years,' etc., it is advisable to follow that system.

"A typewritten invitation to your customers to come and inspect your stock of Christmas gift books will be productive of good results."

STOP PRICE-CUTTING

The following remarks of E. Y. Horder, who operates several large stationery stores in Chicago, were made during a discussion of the report on drawing and artists' materials at the recent convention of the National Association of Stationers at Atlanta.

"Couldn't we get the drawing material men together? In Chicago I went to one man and asked him what he was selling black drawing ink for, and he said twenty cents. I asked him why he was selling it at that, and he said because the man down the street was selling it at that. I went to the man down the street, and asked him the same questions. He was selling at twenty cents because a man up on Monroe street was. I went to the third one, and asked him the same question. He said he was selling it at twenty cents, and wasn't making any money on it, but some one else was selling it at twenty cents. I asked them if they would sell it for 25 cents if the others would. They said they would try it, and see how many sales they lost. I went back afterwards and asked them how many sales they had lost. The first one said one, and every one of those men are selling it at 25 cents, the same as the rest of us."

This sets a good example to retail stationers in certain Canadian towns as respects different items of stationery that are being sold at prices that do not show a profit.

The foregoing quotation, by the way, is a good instance going to prove that co-operation is just as important, if not more important than competition, toward making business truly successful.

COLORING ELECTRIC LIGHT GLOBES

In book and stationery stores, it is often necessary to secure a lighting scheme to match up a window or interior store display. The following is a very simple way to make the ordinary clear electric light globes look like frosted glass. Take a little white shellac, thin with alcohol, dip the globe into it and hang to dry. It is a good imitation of frosted glass. If a color is desired, get egg dyes and dissolve the mixture in wood alcohol and mix into it a little shellac. Dip the globes into the mixture and you get a pretty shade. If at any time you wish to have the clear globe again the color can be removed by soaking the globe in wood alcohol.

STORE COSTS

At a recent convention Seeley Conover, a bookseller and stationer of Amsterdam, N.Y. said:

"I can give you to a cent just what my store cost me and I can give it to you in items. I know just how much I pay for expressage, rent, clerk hire, insurance, and every other expense. Now, it doesn't take very long to know how much profit there is. When I get through I know whether I pay too much rent or too much for clerk hire, or whether I ought to order more by express, whether the lighting is too high." The book that records all this he prepared himself.

USING THE SHOW WINDOWS

The *Canadian Music Trades Journal* takes the music dealers of Canada to task for neglect in the matter of using show windows to promote sheet music sales, pointing out that this is the more surprising because they do so little newspaper advertising.

It has been said that advertising in its last analysis is to get one's sign displayed as closely as possible to where the goods are on sale, and then keep it there. In a well laid out window display not only is the sign put where people can see it, but in a most attractive manner, and stands as a constant invitation to the passer-by to come in and spend his money, and, in that sense, is a most efficient solicitor.

A real novel, attractive sheet music window to a store is like a fresh coat of paint on a house. It makes all the difference in the world. The cost of the material is so nominal it scarcely counts, so that the expense is represented by time and labor only. Trimming the window is worth doing, worth doing often, and worth doing well.

* * *

Another good method urged by the same authority is the telephone. Telephoning has been used as a successful means in disposing of sheet music as it has in records and other lines of goods. One dealer said that whenever his salesman had a few minutes' leisure he would ring up some of their customers saying to one that a new song by a favorite composer had just come in; to another that the morning's post had brought a couple of good duets for female voices; calling a third's attention to some new piano music he could recommend, and so on.

To the salesman who knows his goods and his clientele the pieces to ring up about will suggest themselves. Taking the trouble to mention certain specific music, coupled with an invitation to drop in the first time the customer is down town to look it over is almost invariably productive of more sales. In addition to this it impresses the buyers of music with the fact that you are trying to give good service.

Al. Jolson, the comedian who has recently visited Canadian cities, has inspired the following bookstore advertisement:

"Where did Robinson Crusoe go with Friday on Saturday night?

"To Curran's Book Store for a Sunday supply of magazines, books and papers."

* * *

Fraser & Smart, Renfrew, Ont., recently advertised used circulating library books at 35c. each or 3 for $1. They are discontinuing their circulating library.

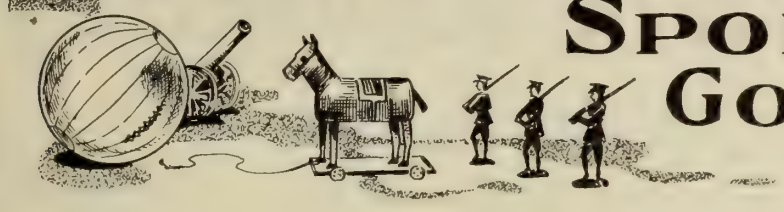
* * *

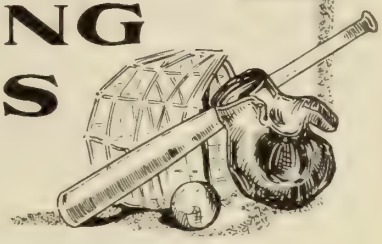
To-day's Magazine and *The Housewife* have been merged, to take effect with the February issue under the name of *To-day's Housewife.*

* * *

Fire broke out in the Barber-Ellis Co's. Winnipeg warehouse, on Nov. 23 but by prompt and effective work by the fire brigade the damage was kept down so that it did not amount to over a few hundred dollars.

Toys and Games
Sporting Goods





YOUTHFUL Canadians to-day demand absolute detail perfection in toys, and here is a point which the "youthful" (as regards manufacturing experience) Canadian toy manufacturer should carefully note. In sleighs, and all the winter toys for out of doors, no country manufacturing toys can hold a candle to Canada. But in certain other lines, Canadian manufacturers are frankly declared to be behind their competitors in the toy trade. The children want their aeroplanes to be as nearly real as possible. They want their soldiers to have real accoutrements, their horses to have real harness, even though leather is away up in the clouds as to price.

Christmas Toys

All the tiny details of toy manufacture, painting, fastening of parts, fitting of moving parts, and, above all, simlarity to the real horse, or auto, or railway engine, need more careful attention from the manufacturers now starting up in Canada in the toy trade, if they are to meet and beat competitors.

In attracting children to Christmas toy displays it seems to be the recognized thing to foster the belief of the younger ones at least, in the fiction that Santa Claus —the real and only Father Christmas—has his headquarters at your store, even if only for an hour or two each day. The store in any city which secures that reputation is assured of much profitable Christmas business, even though the belief in the Christmas Saint is declared to be on the wane amongst the children. On the other hand, however, no store featuring Chrstimas toys and fancy goods needs despair of large patronage from children and their elders as long as it features the lines the youngsters and their guardians like, in a manner to make purchasing as easy and as inviting as possible.

Play Up the "Shop Early" Idea

Encourage the Shop Early idea as much as possible in doing Christmas business, because it makes both for more business, and for better business. Customers have a better selection, get the goods in less handled condition, have time to change goods if necessary, and the sales people can take more time and please the customers. As a result, when the great test is applied to the goods, that is, when they are taken home and looked over carefully, customers are better satisfied.

METHODS OF DISPLAY IN TOY DEPARTMENT

Last year just when the Christmas selling season for toys was opening, one store made a most attractive display of toy soldiers. Against a drop scene painted with an Autumn landscape and framed in evergreens and autumn foliage was planned an extensive fort, partly built up, and partly made of toy forts. The display was in tiers, and was covered with green felt, and there were wide spaces representing drill and parade grounds, communicating with each other by winding roads. Regiments of cavalry, infantry, and artillery, rifle regiments, and boy scouts were shown on parade or drill, and guns were being pulled by teams of horses up the miniature hills and down inclines. Then there were camps composed of rows of bell tents with the Red Cross tent and nurses. Almost any store could put in a display of this kind; perhaps not so elaborate, but still showing what grand games can be played with a few boxes of tin soldiers.

Provision for floating ships is another good attraction. Some stores provide large metal tanks, and there is some one told off to wind the toys up and keep them moving. If the tank is backed by a level platform the same height on which the mechanical toys are displayed the interest is doubled. In the majority of stores electricity can be utilized and a very attractive display built up.

SOME TRADE HISTORY

Association with the cricket and tennis goods manufacture for five generations is the interesting record of the Bentley family, of Niagara Falls, Ontario.

Away back in 1786 Henry and John Bentley began making these and other sporting goods. They were both cricketers of renown. The Bentley concern was the first to make bats for the public, previous to that all players having made their own.

Charles Bentley, son of John, born in 1815, was a prominent cricket player, and at Oxford was tutor to the University for five or six seasons. Subsequently he went to Torquay, coaching and also managing his business, and was actively engaged there as late as the 1889 season.

Next came his son John, who represented Devon in matches when only 16. He is still manufacturing sporting goods in England. His son Walter, born in 1868, came to Canada seven years ago, settling at Niagara Falls, Ont., where, associated with him are his sons Arthur and Cecil, representing the fifth generation of Bentleys in the sporting goods trade.

These latter, of course, are players of both cricket and tennis and their father, too, plays these games but devotes most of his time looking after the wants of other players.

WRONG PRICE QUOTED

A regrettable error occurred in the announcement of the Celebrity Art Co., of Boston, in the November issue of BOOKSELLER AND STATIONER, the price of the line of sepia postcards showing similar designs as the set of miniatures advertised, being quoted at $15 a dozen instead of $15 a thousand. Reference to the advertisement properly presented in this issue, will enable readers to get the full significance of this correction.

Cardwriting Made Easy

by R.T.D. Edwards

Lesson 22.

PAYZANT PEN WORK

TO the professional cardwriter the art of proper pen lettering presents numerous features of interest and many difficulties that do not occur or appeal to the uninitiated. This art has gradually become one of the most important branches in cardwriters' work. Consequently cardwriters who wish to do up-to-date work should also keep up-to-date in the different devices for lettering, providing those devices are practical.

The Payzant pen, while not one of the latest cardwriting tools, is one of the most practical pens for lettering with black ink. With it you can develop a speed and an accuracy, in small black lettering, never before known to the cardwriter.

A study of the accompanying illustration (Fig. I.) shows the lower part of the pen. It consists of four parts—the pen, the reservoir, set screw and handle. The first three are made from brass and the latter from wood.

This pen was first invented and used for mechanical drawing purposes, but its usefulness for show card lettering being discovered, it has become more of a cardwriting tool than for the purpose it was originally intended.

The point of the pen is round like a wire and flat on the end. It is split up the centre, and through this passage the ink flows from the reservoir. To make a stroke the flat end is drawn along the surface of the card.

Cardwriters in the largest departmental stores in America use them with great success for very rapid lettering, and make a quick style of knock-out lettering with them. They also use them for very neat small upright lettering. Outline lettering can also be done with it with great success. Many varieties of letter formation can be made, as the accompanying illustrations shows. A cardwriter can work up many styles of lettering of his own with this pen.

With the round writing pen, which was taken up in a previous lesson, you can make small, very neat Roman lettering, but with the Payzant pen you can make just a neat small block letter.

The Payzant pen is made in six different sizes, but an assortment of three sizes is plenty for the best cardwriter. Extra large sizes are made, but are not advisable.

Keep Pens Clean

In order that the best results may be obtainable, it is absolutely necessary that the pens be kept perfectly clean at all times. The ink when left in the pen dries and causes the ink passage to become blocked up, and the result is an uneven flow of ink. Do not put the pen away without first opening the reservoir, rinsing in clean water and drawing a sheet of paper through ink passage. Do this with set screw loosened. This removes anything which may tend to harden and stop the flow of ink. If you dip the pen in benzine occasionally it will cut any hard substances that often form.

How to Letter

As soon as you have experimented with the pen enough to be able to make it mark, start at practice work. Hold it the same as you would a brush, between the thumb and first and second finger. Keep the flat end of the pen squarely on the card at all times while drawing strokes. Remember no fine spurred letters can be made with this pen, so don't expect it. Keep the pen stiff in the fingers. Don't allow it to roll as you do a brush. It must be held rigid. Draw the strokes fairly quickly, having all guide lines and layout ready before starting. One of the features of this pen is that you can work for quite a while with only one filling of ink.

Ink

Care must be taken to keep the ink perfectly clean. No matter how good the ink is, a sediment will form if it is allowed to stand. This is especially true if dust gets into it. The vessel the ink is kept in should be covered while not in use. If ink becomes dirty, strain through two or three thicknesses of cheese cloth. The best ink to use is a good carbon black ink, not necessarily the most expensive grade. A medium ink very often flows better, because it is not so thick.

The manufacturer advises the use of an ink dropper to fill the reservoir and not to put more than two drops in at one time. This may work all right, but if a cardwriter is busy, he cannot afford to wait to fill the pen with a dropper. It has been used successfully by experienced cardwriters by dipping in the ink well. Do not fill too full or the ink will drop on the card from the pen.

The Chart

In the chart this month we have many different forms of lettering made with the Payzant free hand lettering pen. These are only a few of the many varieties that can be worked up. You will notice that the first two full alphabets and numerals are of practically the same formations, with the exception that the first is slanting to the right and the second is straight up and down. Of course, with the slant type you can obtain greater speed, and it should be used on what is termed "rush" or "knock-out" work. Cards that have to be done in a hurry and that probably won't be up for more than a day or two can be done with this form, but if you want a better appearing card, one that is to remain up for a more extended period, it is advisable to use the upright type. Either of these alphabets can be used for small or large cards; in fact, in large stores quarter sheets are lettered with no larger letters than these, from half to three-quarters of an inch in height. The lettering is not as heavy or prominent as outline or heavy brush stroke lettering, but it makes an exceedingly smart and attractive card, especially when hundreds are used throughout the store and uniformity and neatness are the first things to be considered.

These letters and numerals are all made with the one stroke method. That is, one stroke of the pen completes one stroke. No second time over to make it heavier. If you want a heavier letter use a larger pen. The strokes are all drawn pretty much in the same manner as in brush stroke lettering, namely from left to right, and from top to bottom. This rule, with few exceptions, holds good. An exception to this rule

is the "O." This letter can be made with one continuous stroke, starting at the top and ending at the top. This takes more practice, but gives a better formed letter. "C," "J," and "S," are also letters that can be made with one stroke of the pen; with the brush it takes two or more strokes.

One of the most important points about the formation of these letters is to have all lettering at the same angle. In case of the first alphabet, all the main down strokes must slope at the same angle or the word will not appear connected.

As was said before, a fine spurred letter cannot be made with this pen on account of its bluntness, but a heavily spurred letter can be made with good success as shown on the chart.

The words "Heavy Spurred Egyptian," shows what is termed a light faced Egyptian. This is formed after the same style as the alphabet above it. but it has the heavy spurs added. This. in my estimation, is a great improvement, but of course it takes more time to execute. This form is a favorite with many cardwriters for the better class of work.

Outline Letters

For making outline letters and figures, this pen is excellent. A glance at the chart shows three distinct types, which were outlined with this pen. The first shows a spurless Roman letter. This type is especially adapted for emphasizing words on a card.

For outline script lettering, this pen is also valuable. It slides so easily over the surface of the card that a free and easy swing to the lettering is obtained.

The bottom line shows a form of lettering which takes some time to make, but is very effective. Don't use this style of letter on a card unless it is to remain up for a considerable period. It does not pay to spend the time on it if it is to be only used for a short period.

Fill in outline letter with small brush and cardwriters' black.

Practice Work

In Fig. 2 is shown a collection of single strokes which give you an idea of how to proceed to practice. Draw upper and lower guide lines and pick out a stroke in the chart and practise it until perfect before proceeding to the next. Don't purposely avoid the ones that are hard to make those are the ones that you should spend most time at.

The Payzant, besides being good for making large showcards, is excellent for making small price cards.

The complete showcards give excellent examples of what can be done with this pen. All the black work on the cards is the work of the pen except where a brush was used to fill in an outline letter. Special attention to the fancy borders which are shown. These are entirely the work of this pen. The grey color used is applied with a brush. Many varieties of fancy borders can be originated.

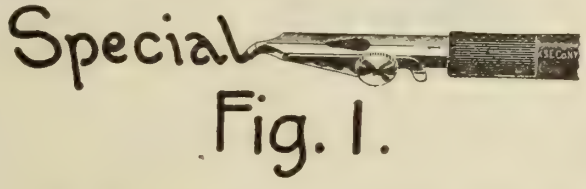
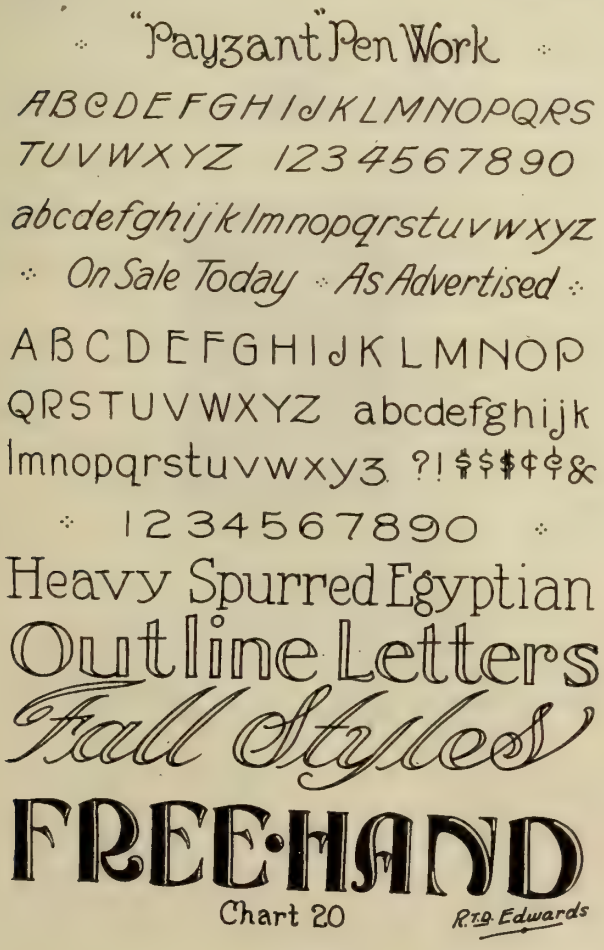


Fig. 1.

FREIGHT EMBARGO HAS BEEN LIFTED

The freight embargo against the acceptance of less than a carload from Niagara Falls to Toronto, has been lifted. The embargo, which has been in operation several weeks, was necessary on account of congestion at Toronto. The news will be welcomed by business firms in the city, who have been considerably handicapped as a result of the restriction.



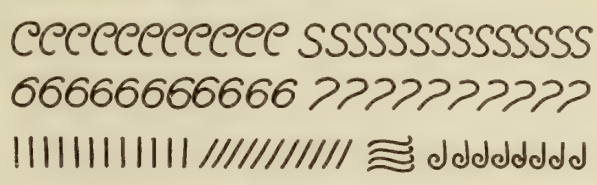


Fig. 2.





Three Valuable Inventions

New Process Perfected by Emil T. Neben Important in Manufacture of Decorative Papers and Wallpapers

OF IMPORTANCE in connection with the printing of decorative paper, wallpaper and other commercial color work are three patented processes perfected by Emil T. Neben. The inventions are for use in continuous rotary printing. The Paper Trade Journal in its last issue contrasts this new relief cylinder with the print cylinder generally in use up to this time, these having an open slot barring its use for continuous printing. This journal characterized the Neben Relief Cylinder as the missing link in the modern print shop.

Wallpaper manufacturers, makers of paper boxes, fancy and decorative paper makers of all descriptions, including transparent window paning, etc. The printers of fine commercial work as well as the newspaper publishers of the country will profit by this new invention. The production of labels for all purposes alone run into many millions. A small label such as a Spearmint label 2¾ x 3¼ inches in two colors, red and green, can be made to run 66 small labels on a cylinder and printed from a roll of paper at 300 per minute in the two colors, making 13,200 Spearmint labels per minute. Other presses would take days to accomplish the same production.

The Neben Cylinder is mounted on an expanding arbor, the second Neben invention, which will fit any rotary printing machine.

The third invention is a patented process for making colored and blended effects in various grades of paper, one of which is the Neben double safety check paper. Wallpapers can be produced by this process which are in a class by themselves such as variegated colored backgrounds in all colors and blends, also variegated backgrounds plain and embossed designs evenly distributed and with sharp detail. Imitation variegated and plain colored burlaps can also be made. Box board effects produced by the Neben patent process for plain box board are of an unusually striking character. All colors of the rainbow can be produced in the most delicate tints, perfectly blended and in harmony. This new idea does away with the method of facing box board with box paper coverings. All grades of marbelized papers, fancy crepe paper, etc., decorative papers of every description, complete lines of variegated colored and blends and decorative designs of every description will be made with less expense with this new process, thereby meeting foreign competition. Besides these papers, glassine and waxed papers in varied effects will be made. Duplex envelope and bag papers, striped wrapping papers with advertisement or trade mark will be printed in one operation.

The Neben patents will be handled by The Neben Manufacturing Company, Inc., which has just been incorporated for $100,000. The factory expects to be in operation in the near future at 127 to 137 Beekman street, New York City. The business will be under the management of the inventor, E. T. Neben. The Neben Manufacturing Company, Inc., has taken over the interests of the Paragon Fibre Coloring Corporation.

* * *

CHINESE DESIGNS IN WALL PAPER

The technique of Chinese art is studied now—actually studied. It is not regarded as something primitive to be improved upon but which calls for research and imitation. Their 18th Century papers have retained their original colorings. Manufacturers are hunting up old models which tell in their designs the story of Chinese life and dexterity and there are indications that these investigations will provide a classic interest comparable with that shown for so many centuries in the past of Greece and Persia. Everything of Chinese suggestion is finding ready sale, but some people fear this style will change soon. There is every likelihood, however, that political conditions generally and in China in particular will keep interest in that part of the world awake for perhaps all time.



This is a meritorious design in the "Statuary" calendars recently introduced to the trade.



Books

THE LAST VOYAGE OF THE KARLUK

Of exceptional Canadian interest is the story of the flagship of Vilhjalmar Stefansson's Canadian Arctic expedition of 1913-16, as related by the master of the Karluk, Robert A. Bartlett and set down by Ralph T. Hale.

The Canadian Arctic Expedition of 1913-16 had a two-fold purpose: one division, under Vilhjalmar Stefansson, the discoverer of the "blond" Eskimo, was to search for land to the north of Beaufort Sea; the other, under Dr. R. M. Anderson, was to explore Northern Canada east of the Mackenzie River. Its results are now, after the lapse of more than three years, beginning to be made known; Dr. Anderson's party has found valuable mineral deposits and Stefansson has discovered a vast Arctic continent.

The events narrated in "The Last Voyage of the Karluk" occurred as the result of unforeseen conditions which brought about the complete separation of the ship and her company from Stefansson and the rest of the expedition and led to a series of perils and adventures unique in Arctic annals.

* * *

THE GRIZZLY KING

James Oliver Curwood has established an enviable fame as a writer of stirring tales of the great northlands and of Western Canada. His newest book, "The Grizzly King," tells of "Thor," the biggest grizzly in the Rocky Mountains, and the manner and spirit of the telling of this tale is reminiscent one of this author's previous successes, "Kazan." The story appeals strongly to all lovers of out-of-doors, and is at the same time a most fascinating nature study.

* * *

Another new novel of special interest to Canadian readers is "The Hunters of the Hills," being the first volume of a series dealing with the great struggle of France and England and their colonies for dominion in North America, culminating in the fall of Quebec. The story is concerned very largely with the Iroquois Indians, and the author, Joseph Altsheler, in his foreword, states that he has consulted many authorities and is not conscious of any historical error.

* * *

"The White Comrade" is a book dealing with the idea of Christ's appearance to the soldiers on the battle fields in Flanders. The author is Katherine Hale.

* * *

Colonel Currie's war book "The Red Watch" has run into a second edition.

* * *

Jessie Alexander's "Platform Sketches" has caught on so well that a second edition has been brought out.

BEST SELLING BOOKS IN CANADA

		Points
Fiction		
1. When a Man's a Man	Wright	140
2. Mr. Britling Sees It Through	Wells	92
2. Just David	Porter	56
4. The World For Sale	Parker	52
5. Torchy, Private Secretary	Ford	32
6. Seventeen	Tarkington	28
Non-Fiction		
Rhymes of a Red Cross Man	Service	
Juvenile		
Child's History of the War	Parrott	

DICKEN'S WORKS AS SCHOOL TEXTS

It is interesting to note to what extent the works of Dickens are specified as texts in connection with the high school entrance examinations and in the school course in Canada. Mr. H. Gerald Wade, speaking at the Winnipeg Branch of the Fellowship, said he had been informed that it has been the general practice of the Department of Education to specify, alternately, in connection with the high school course, the works of Shakespeare, Eliot and Dickens. By this arrangement every pupil completing the high school course is required during the course to study one of Dicken's works. For the school year just opened, Martin Chuzzlewit has been specified as a text for Grade Eleven, the final year in the high school course. Mr. Wade also understands that in connection with the high school examinations, one of Dickens's works is specified as a text each year, alternating between "A Christmas Carol" and "The Cricket on the Hearth." In last year's entrance examination, the former was specified; in the coming year, the latter has been specified. In Ontario, in the Junior High School entrance examination for 1917, "A Christmas Carol," "The Cricket on the Hearth," "The Chimes" and "Oliver Twist" are specified. And in the Junior and Senior Public School Diploma, Senior High School Entrance and Entrance to Model School examinations "David Copperfield," "Tale of Two Cities," "Oliver Twist" and the "Old Curiosity Shop" are specified.—*The Dickensian.*

NEW VOLUME OF VERSE

The name of L. M. Montgomery has heretofore been associated with fiction and with her goodly list of novels including "Anne of Green Gables" and the other "Anne Books," she has come to be one of the most widely read of Canadian novelists. This year, however, she is represented in the season's new books with a volume of poems, a copy of which has just come to the editor from McClelland, Goodchild and Stewart. The title is "The Watchman and Other Poems." The verse has a delicate quality, lilting and full of music. This is particularly true of those dealing with her native province, Prince Edward Island, where she has lived most of her life.

* * *

A stirring new detective story in the remarkable Craig Kennedy series is A. B. Reeves' "The Ear in the Wall."

LOCKE'S NEW NOVEL

The coming of a book by William J. Locke is always an event and each new story from this prolific writer's pen is like its predecessor in at least one particular and that is it creates a desire for more. Locke's books are of varying quality and there is a difference of opinion in the minds of many as to which really are the best of his stories. Some will even pick as the favorite the one that would get the least recognition in a general vote. This of course is just one way of saying that Locke's books are all good and the latest of his tales "The Wonderful Year" is particularly good. This book which has just been put out by the Oxford University Press, Toronto, relates the wanderings of a young Englishman who has been a teacher of French in his own country. He migrates to France and there finds nourishment for his soul even in the humble role of waiter in a provincial inn. To the long list of lovable characters for whom we are indebted to Locke is added Fortinbras, Merchant of Happiness and god-father to all the storm-tossed dreamers of the Quartier Latin. The book also gives an interesting glimpse of Egypt and the war is introduced in an effective manner.

* * *

PENROD AGAIN

Booth Tarkington bids fair to establish an altogether new reputation aside from the performances in novel-writing that have made a place for him as one of the leading American novelists. His "Penrod" as a story of boys, was so good that it goes without saying that the sequel "Penrod and Sam," published by the Oxford University Press, Toronto, scored an immediate success. The reading of it abates none of the zest with which this new volume is delved into by the reader to follow further the adventures of the immortal Penrod and his illustrious companions. In comparing these books with Mark Twain's boys' stories, however, one wonders whether the Penrod stories carry the same appeal to boys as do Tom Sawyer and Huckleberry Finn, or whether their appeal is not in large measure restricted to the eternal boy in the man of to-day.

In any event the boy who does not fully appreciate the reading of these books now certainly will enjoy the re-reading of them when he comes to be a grown-up boy.

* * *

A new list comes from McClelland Goodchild & Stewart, giving various military publications of W. S. Paine & Co., of Hythe, England, including the Hythe Aids to Military Training, comprising such titles as:—"Infantry Drill and Attack," "Infantry Defence and Protection," "Infantry Night Operations:—Inter-Communication; Reconnaissance; and Questions on Infantry Training," "The Capt. Charteris' Machine Gun Protractor" and "The Capt. Meurling Protractor for Vickers' Gun."

* * *

A new "Dictionary of Similes" by Frank J. Wilstach, comprises 488 pages and is published by a Boston firm at $2.50.

* * *

WAR BREAD

A remarkable new book is that entitled "War Bread," by Edward Eyre Hunt. This is a personal narrative of relief work in Belgium, the first authoritative account to appear in book form. The volume is illustrated with a profusion of reproductions from photographs and facsimilies of interesting and important documents, letters, etc. The author was American delegate of the Commission for the Relief of Belgium, in charge of the fortress and Province of Antwerp.

Charles Alden Seltzer is on hand with another of his typical Western stories. The new one is "The Range Boss."

* * *

"Damaris," the new novel by Lucas Malet is one of the month's new novels. The U. S. edition is under the title of "The Wisdom of Damaris."

* * *

John Oxenham has written a meritorious new book which has been published in convenient pocket size the title being "The King's Highway."

* * *

It is interesting to note that "The Anzac Book," published by Messrs. Cassell, resulted in over £3,000 being handed to the Australian Patriotic Charities.

* * *

"Delight," by Eden Phillpotts, published by Cecil Palmer and Hayward, is an artistically gotten up volume of verse, quaint, humorous and fantastic, with appropriate and well executed drawings.

* * *

The G. K. C. calendar is a new volume in the series of similar volumes of quotations from noted writers, published by Cecil Palmer and Hayward. This book provides a quotation for Chesterton's works for every day in the year.

* * *

A new series for children is the Mary Graham Bonner's Daddy Bedtime Stories. The two titles now ready are "Daddy Bedtime Animal Stories," and "Daddy Bedtime Fairy Stories."

* * *

Longman's Green & Co.'s monthly list for November includes announcements of a goodly grist of new books notable among which are Sir Henry Newbolt's "Tales of the Great War;" "The War in Italy," by Sidney Low, and "With the Twenty-ninth Division in Gallipoli," by Rev. Oswin Creighton, who was chaplain to the 86th Brigade of the 29th Division, which formed the covering party in the landing on Cape Helles.

* * *

Two noted war writers, Capt. Ian Hay Berth (Ian Hay) author of "The First Hundred Thousand" and Frederick Palmer author of "My Year of the Great War" and "My Second Year of the Great War," delivered addresses to representative gatherings in Toronto and other cities in the past few weeks. These events of course, had the effect of still further increasing the sales of the fine books these authors have given us.

* * *

PERIODICAL NOTES

The Christmas number of St. Nicholas, as usual, has some particularly good things for juvenile readers, including a story entitled "Betty's Best Christmas," by Alice Hegan Rice, author of "Mrs. Wiggs of the Cabbage Patch"; "The Story of the World," a Christmas story by Caroline Wells, and "Jim Wilson's Chum," by Dr. Wilfrid T. Grenfell.

* * *

"The Black Cat" magazine is not as bulky as of yore. This, as explained in the current issue is due to the fact that the high cost of paper has necessitated reducing the number of pages. This has been done without reducing the amount of reading-matter, this object being attained by using smaller type.

NOBODY'S BOY

Heretofore Nobody's Boy (Sans Famille) has been known in this country only among students of the French language but now this masterpiece of Hector Malot has been brought out in an English edition by William Briggs.

"Nobody's Boy" is one of the most lovable characters in the literature of child life. The boy or girl who knows Remi has an ideal, never to be forgotten, of loyalty and love among children.

Remi is a sturdy little waif of hereditary refinement, whose friendships and feelings, through the severest hardships and perils, grips the continued interest of young and old.

Vitalis, once a renowned singer, but now a strolling street performer, with monkey and dogs, buys the lost boy from his brutal foster father, and makes him a part of the wandering show by which the old man secures his precarious living. In the course of many desperate hardships, the kind old master and the trained animals perish, leaving Remi and one dog to continue the struggle of living. Meanwhile the boy gets a clue to his parentage, and, through many perilous adventures, in which the highest ideals of child life are developed, he finds his real mother. His hard existence comes to a happy conclusion in the midst of those faithful friends, who have proven true through the distressful, if not often desperate, struggle to success.

* * *

A HEAP O' LIVING

"A Heap o' Living," by Edgar A. Guest, is a verse of poems comparable in sincerity and sentiment to the work of Riley and Eugene Field. One who has read these poems says of the volume: "If you have known the music in the patter of small feet, and found riches in the jewels that gleam in baby eyes, and maybe, suffered the agony one knows when a little soul wavers in the valley of the shadow, you will want this book to read and to keep and to pass on to others."

* * *

OUTLOOK FOR PUBLISHING

William Copp, vice-president of the Copp, Clark Co., accompanied by E. S. Fowkes, head book traveller of this house, have just returned after a trip to principal literary centers of the United States and are full of enthusiasm regarding the arrangements effected for 1917 publishing.

They found the United States publishers in a good frame of mind without exception as respects the outlook for the coming year. With their preparations based on the changed situation as respects the paper market since a year ago, the element of uncertainty has to a great extent been eliminated. One thing sure is that the $1.25 novel will be the exception rather than the rule. Novels at $1.50 will be much more numerous and there will be many published at $1.35 and $1.40.

* * *

THE VERMILION BOX

A new book by the inimitable E. V. Lucas has just come from the Copp, Clark Co. In this volume the very nicest sort of middle-aged English bachelor, trusted son and brother and favorite uncle in a large and interesting family connection, is the recipient or the writer of the majority of the letters that come out of Mr. Lucas's vermillion post box. The letters begin soon after war is declared and seem to be brought well beyond the beginning of 1916, so they make a war story, of course, and the most intimate sort of a family story besides. There is the grandmother who "cannot see what has come over the Germans," because her Fraulein Schmidt used to be so helpful; her married sons and daughters who are more or less feverishly keeping busy in ways that help at home, because, with one exception—a staff officer—they are too old to go, and their sons and daughters in turn, who are either at the front, or engaged or married to some one there, or wanting to get there but restrained on account of their youth. Other writers fill up the picture, from the honest little parlor maid and her prisoner correspondent in Holland to the flirtatious officer's wife and the well-bred "slacker."

SOLDIERS PASSING.

"Along the planetree-dappled pearly street,
Full flooded with the gay Parisian light,
I watch the people gather, left and right,
Far off I hear the clarion shrilling sweet;

Nearer and nearer comes the tramp of feet;
And, while the soldiers still are out of sight,
Over the crowd the wave of one delight
Breaks, and transfigures all the dusty heat.

So have I seen the western Alps turn rose
When the reflection of the rising sun
Irradiates their peaks and woods and snows.

Even so this various nation blends in one
As down the street the sacred banner goes,
And every Frenchman feels himself its son!"

—*By A. Mary F. Robinson, in The Golden Book of English Sonnets.*

* * *

THE LAST DITCH

The color and wonder and ruthlessness of the far East, the mystic splendor of the desert, the love of man and woman—a love that transcends death and becomes "the way to God"—these are the elements which combine in this new and remarkable novel, "The Last Ditch" (Copp, Clark Co.), by Will Levington Comfort. It is essentially a love story, the story of those who have "learned what great love means," and so are fit to prepare the way for the new race, "the builders" who are coming to take the places of those who have torn down, made desolation through self-seeking and through war. The intrigues and adventures, the journeyings and the perils form the setting of this love theme which proclaims trumpet-clear the breaking away of the night of terror now reigning over the world, the perfect beauty of the day which is to come. The scene throughout is laid in China.

* * *

WORK FOR WOMEN

As an answer to the question "In what way can humanity prevent war?" Ellen Key wrote "War, Peace and the Future," which volume has just come to BOOKSELLER AND STATIONER from the Putnam's. Miss Key attacks the existing system of national policies and she strives, through to-day's smoke and powder, and the dust of devastated cities, to see the potent forces to which must be entrusted the future stability of the world. The book points out to women the way to succeed where men have failed, how to rid the world of war from which women, as sweethearts, as wives, as mothers, suffer perhaps even more than the men who are called upon to lay down their lives.

* * *

A ROMANCE OF MODERN CHINA

In a romance of modern China entitled "The Breath of the Dragon," by A. H. Fitch, published by Putnam's, a most interesting story of legation life at a Chinese capital is unfolded.

The action takes the reader among the beggars of Pekin, as well as into the Imperial palace and one of its remarkable features is the correct portrayal of that extraordinary character the Empress Dowager. It is not, however, an historical novel, although it introduces many historical truths. The author is the niece of a former United States minister to China and she lived in Pekin with her aunt and uncle for two years.

Elinor Glyn has a new novel out this year entitled "The Career of Katherine Bush."

* * *

Emmy Lou has "come back" this second volume about this delightful little character, being "Emmy Lou's Road to Grace."

* * *

Another fine book for boys is "Drake of Troop One," by Isabel Hornibrook, in which a fourteen-year-old member of a juvenile "bad gang" is reclaimed by enlisting with the Boy Scouts.

* * *

Florence Irwin has come to be a leading authority on auction bridge as author and instructor. With her new book, "The Complete Auction Player," just published by Putnam's, is combined "Laws of Auction."

* * *

Sir Roy Lankaster, in his book, "Science from an Easy Chair," published by Methuen's, presents an assemblage of entertaining papers addressed to the general reader. The author is one of Britain's leading scientists.

* * *

Guy Thorne, the author of "When It Was Dark," has written a new novel entitled "When The Wicked Man.." The story is described by the author as being quite unlike anything published in England for very many years.

* * *

From Forbes & Co., the Chicago publishers, comes Arthur Salmon's meritorious book, "The Joy and Love of Friendship," which discusses the different phases of love and friendship in a most charming manner. It is published at 75c.

* * *

"In the Land of the Spirit," by Christian D. Larson, is a "New Thought" book, its purpose being not only to discuss the greater powers and possibilities in man, based on New Thought beliefs, but to present practical methods for applying them. This book has just come from the T. Y. Crowell Co.

* * *

A new volume in the "Humanism of the Bible" series, published by James Clarke & Co., is Dr. W. G. Jordan's "Religion in Song," studies of the psalter, presenting the psalms in their direct relation to everyday experience of the writers, to their patriotism, their poverty, their feeling for Nature, their sense of man's place in the universe, and all their varied contact with the world about them.

* * *

THE GUIDING THREAD

Beatrice Harraden, famous for "Ships that Pass in the Night," has produced a most readable tale in "The Guiding Thread," which has come from the Copp, Clark Company this season. It is an adventurous, joyous tale of one woman's feet upon the broad highway of life, and, while deliberately optimistic, this element is not forced, and, together with the humor and most human characteristics, makes the novel a most engrossing one.

* * *

AGNES OF THE BADLANDS

Every city has its badlands. Such was the soil in which grew the remarkable Agnes, the heroine of Breckenridge Ellis' new novel, "Agnes of the Badlands," just published by the Macauley Company. She is every bit as naive and winsome as the wonderful Fran, the lovable heroine, who gave her name to another of Mr. Ellis' fascinating novels. Agnes' life in the Badlands, her escape, and what she found at her journey's end, make a most captivating story.

CAMERA AS HISTORIAN

A handbook to photographic record work for those who take photographs and for Survey or Record Societies is the book entitled "The Camera as Historian," by H. D. Gower, L. S. Just and W. W. Topley. There are details as to inexpensive copying apparatus, lantern slides, methods of classification, storing prints, and a great fund of most valuable information of value in a technical sense to camera devotees, as well as those who follow photography as a vocation.

* * *

DEATH OF J. W. DARTON

The whole realm of childhood is the poorer by the death of J. W. Darton, the head of the noted house of juvenile publishers, Wells, Gardner, Darton and Co., of Paternoster Buildings. Mr. Darton's family were the pioneers of children's books, although Deans, of ragbook fame, run them very closely in the matter of age.

The firm of Harvey and Darton was established in 1785 in Gracechurch street, by William Harvey and William Darton, who had been apprenticed together with a copperplate engraver in Birchin Lane. Since then, eldest son has succeeded eldest son on the Darton side down to the present day, the Harveys being extinct in 1840.

* * *

SOME NEW FICTION

"Mary-'Gusta" is a new novel by Joseph C. Lincoln.

* * *

Ethel Sidgwick's new novel "Hatchways" has appeared.

* * *

Corra Harris' "A Circuit Rider's Widow," which has been running in the *Saturday Evening Post*, is out in book form.

* * *

South America is coming in for greater attention generally and this is also true of fiction dealing with that continent. Edward Lucas White has written a striking novel dealing with the career of the great dictator of Paraguay. Its title is "El Supremo."

* * *

Eden Phillpott's new novel, "The Green Alleys," belongs to the industrial cycle, of "Brunel's Tower" and "Old Delabole." The scene of the new tale is the hop-growing county of Kent and the hop-vines, as with the stone quarries of Cornwall in other of his books, remain in the mind of the reader as active as any of the characters of the story. "Green Alleys" is charming and incisive in its character drawing, but somewhat weak in plot.

* * *

BIOGRAPHY

"A Boy's Life of Lord Kitchener," by Harold F. B. Wheeler, has just been published in New York.

* * *

"The Life and Letters of Sir John Henniker Heaton, Bart.," by his daughter, Mrs. Adrian Porter, is now ready.

* * *

Alfred Bigelow Paine has written "A Boy's Life of Mark Twain; the man who made the world Laugh and Love Him."

* * *

A biography of O. Henry, by C. Alphonso-Smith, has just appeared. It is of 258-page volume, illustrated, and is published at $2.50.

* * *

A notable biography just published is that of "Booker T. Washington, Builder of Civilization," written by Emmett J. Scott and Lyman Beecher Stowe

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Skinner's Dress Suit, Henry Irving Dodge, Cloth, $1.00; Filling His Own Shoes, Henry C. Rowland, cloth, $1.35; Just David, Eleanor H. Porter, leather, $2.00; Sins of the Children, Cosmo Hamilton, cloth, $1.40.

Non-Fiction

Ambulance No. 10, Leslie Buswell, cloth, $1.00; A Soldier's Sketch Book, Harold Havey, cloth, $1.00.

Juvenile

Bible Stories to Read and To Tell, Frances Jenkins Olcott, illustrated by Willy Pogany, cloth, $2.00; The Real Mother Goose, 177 Illustrations in color, cloth, $1.50.

WM. BRIGGS

Fiction

Heart of Rachel, Kathleen Norris, cloth, $1.35; Leatherwood God, William Dean Howells, cloth, $1.35; Romance of a Christmas Card, Kate Douglas Wiggins, cloth, $1.00.

Non-Fiction

God's Minute, (365 Daily Prayers), cloth, 50c.; Rhymes of a Red Cross Man, Robert W. Service, cloth, $1.00 and leather, $2.00; The Beech Woods, Duncan Armbrest, cloth, $1.25.

Juvenile

Water Babies, Charles Kingsley, Illustrated by Jessie Wilcox Smith, cloth, $3.00.

CASSELL & CO., LTD.

Fiction

Malvina of Brittany, Jerome K. Jerome, cloth, $1.25; Count Raven, Agnes and Egerton Castle, cloth, $1.25; Crucifixion, Newman Flower, cloth, $1.25.

Non-Fiction

The Anzac Book, cloth, net, $1.50; The Truth About the Dardanelles, Sydney A. Moseley, cloth, net, $1.50; Things I Remember, Sidney Whitman, cloth, net, $2.25; Eighteen Months in The War Zone, Kate John Finzi, cloth, net, $1.50; Imperial Germany, (New Edition), Prince Von Bulow, cloth, net, $1.50; A Temporary Gentleman in France, boards, net 35c.; My Years in the Kaiser's Army, boards, net, 35c.

Juvenile

Princess Marie Jose's Children's Book, cloth, net, $1.00.

J. M. DENT & SONS, LTD.

Fiction

Where Runs the River, Henrietta Leslie, cloth, $1.25.

Non-Fiction

Sons of Canada, Augustus Bridle, cloth, $1.50; Songs of Ukraina, Florence Randall Livesay, cloth, $1.00; Flying Men, Clarence Winchester, $1.75; Political Economy of The War, Hirst, cloth, $1.50, new edition; Egotism in German Philosophy, Prof. Sanatyana, cloth, $1.00; Theophanies, Evelyn Underhill, cloth, $1.10; English Biography, Prof. Waldo H. Dunn, cloth, $1.50.

Juvenile

Cambridge Book of Poetry for Children, Kenneth Graham, cloth, 90c.

HODDER & STOUGHTON

Fiction

Men, Women and Guns, Sapper, cloth, $1.25 net; The Matchmakers, J. E. Buckrose, cloth, $1.25 net; The Five-Barred Gate, E. Temple Thurston, cloth, $1.25 net; The Tide of Fortune, Morice Gerard, cloth, $1.25 net; Leatherface, Baroness Orczy, cloth $1.25 net; The Woman's Part, Annie Swan, cloth, $1.25 net; The Grey Shepherd, J. E. Buckrose, cloth, $1.25 net; Hack's Brat, A. Ian Macleod, cloth, $1.25 net; Greenmantle, John Buchan, cloth, $1.25 net; Non-Combatants, Rose Macaulay, cloth, $1.25 net; Queen of the Secret City, Joseph J. Dokes, cloth, $1.25 net; The Curtain of Fire, Joseph Hocking, cloth, 75 cents net; Kiss from France, Neil Lyons, cloth, 50 cents net.

Non-Fiction

False Witness, Johannes Joergenson, cloth, $1.00 net; The Road to Liege, M. Gustave Somville, cloth, $1.00 net; German Barbarism, Dr. Leon Maccas, cloth, 75 cents net; Is Austria Doomed? Countess Zanardi Landi, cloth 75 cents net; In the Eyrie of the Hohenzollern Eagle, Lillian Brimble, cloth, 75 cents net; The Red Cross in France, H. Granville Barker, cloth, 75 cents net; The Background of Battle, Dell Leigh, cloth, 75 cents net; The Letters of John Wesley, Rev. George Eayres, cloth, $3.00 net.

Stealers of Light, Queen of Roumania, cloth, $1.50 net.

THE MACMILLAN COMPANY

Fiction

Mr. Britling Sees It Through, H. G. Wells, cloth, $1.50.

Non-Fiction

Aeroplanes and Airships, W. E. Dommett, cloth, $1.00; Principles of Feeding Farm Animals, Sleeter Bull, cloth, $1.75; Political Frontiers and Boundary-Making, T. H. Holdech, cloth, $3.00; Californians (poems), R. Jeffers, cloth, $1.25; The Insurrection in Dublin, James Stephens, cloth, $1.25; The Darling and Other Stories, A. Chekhov, cloth, $1.50; Green Branches (Poems), J. Stephens, cloth, $1.75; History of Med. Jewish Philosophy, I. Husik, cloth, $3.00; Men, Women, and Ghosts (Poems), Amy Lowell, cloth, $1.25; The Inner Life (Religious), R. M. Jones, cloth, $1.00; Advertising and Its Mental Laws, H. F. Adams, cloth, $1.50; Feeding The Family M. S. Rose, cloth, $2.10; A History of Music, Stanford and Forsyth, cloth, $2.00; The Long Road to Woman's Memory, Jane Addams, cloth, $1.25; Social Life in England, 1750-1850, J. F. Foakes-Jackson, cloth, $1.50; The Locked Chest and Sweeps of Ninety-Eight (Play), J. Masefield, cloth, $1.50; Salt-Water Poems and Ballads (Illus.), J. Masefield, cloth, $2.00; Spoon River Anthology (Illus.), E. L. Masters, cloth, $2.00; The Russian Story Book (Illus.), R. Wilson, cloth, $2.50; Standard Cyclopedia of Horticulture, Vol. 5, L. H. Bailey, cloth, $6; Distributive Justice, J. A. Ryan, cloth, $1.50; The Quest (Poems), J. G. Neihardt, cloth, $1.25; Hungry Stones and Other Stories, Rabindranath, Tagore, $1.35; Fruit-Gathering, R. Tagore, cloth, $1.25; Responsibilities and Other Poems, W. B. Yeats, cloth, $1.25; Mechanisms of Character Formations, W. A. White, cloth, $1.75; Works—Bolpur Edition—Cloth, R. Tagore, 8 vols., $1.50 each; Works—Bolpur Edition—Leather, R. Tagore, 8 vols., $2.00 each.

Juvenile

Merrylips (Juv. Lib.), B. M. Dix, cloth, 50 cents; The Three Pearls (Ill.), Fairy Stories, J. W. Fortescue, cloth, $1.75; Blithe McBride, B. M. Dix, cloth, $1.25; A Lad of Kent, H. Harrison, cloth, 50 cents; Hoof and Claw, C. G. D. Roberts, cloth, 50 cents; Water-Babies (Johnson Ed.), Chas. Kingsley, cloth, $1.50; King Arthur and Knights of Round Table (Johnson Ed.) T. Malory, cloth, $1.50.

LITERATURE OF THE WAR

ALLEGED GERMAN ATROCITIES

The Canadian Government has put out a book of 370 pages, giving evidences and documents laid before the committee on alleged German atrocities, being an appendix to the report laid before the British Government by Viscount Bryce. This book details outrages on civil population in Belgium and France; offences against non-combatants; firing on hospitals, stretcher-bearers, etc.; extracts from diaries and papers in German soldiers; proclamations by German army authorities, as well as other important matter germane to the subject.

* * *

"WHERE DUTY LEADS"

Rather an interesting story hangs around the last two years' experience of Capt. H. B. MacConnell, the author of "Where Duty Leads," a dainty patriotic volume of blank verse which comes from William Briggs. At the outbreak of the war, Capt. MacConnell was a contractor in Oshawa. In due time duty called, and he offered himself for overseas service. He secured a connection with the 109th Overseas Battalion, and ultimately climbed to the post of adjutant of the battalion. Here his executive and organization ability was so apparent that a number of his methods and changes instituted in the 109th were adopted as headquarters regulations. In the midst of his military duties, which it may be imagined kept him rather busily engaged, Capt. MacConnell found time to write his impressions regarding the situation which, rather peculiarly, he put in blank verse. Capt. MacConnell was rather eagerly looking forward to overseas service with his battalion when he came under the powerful finger of the head of the Militia Department, and was removed to the headquarters staff at Ottawa, where, it was said, he could be more useful than he would be in France.

* * *

SUBMERSIBLE VESSEL IN FICTION

Ridgewell Cullum, who has produced some very creditable tales of adventure, is represented in this season's new books with "The Men Who Wrought," published by the Copp, Clark Co., in which he tells a story hinging on the use of a submersible merchantman. The principals of the story include a member of the British Cabinet, the head of an English shipbuilding firm, a Polish inventor and his daughter, a Prussian military officer, and a band of German spies are the chief actors—a strangely assorted group. Romance, mystery, political intrigue, adventure, tragedy—all unite to form a tale of absorbing intensity and great dramatic force.

* * *

CANADIANS AT THE FRONT

One thinks of Canadian officers, from the stories one hears, as being particularly busy persons. With this in mind it is somewhat surprising that one of them should ever find time to turn out a book of his own and his associates' experiences. This has actually been done, however, as is seen in a new volume, "Maple Leaves in Flanders' Fields." For several reasons the author's name is being withheld, though it is known that he is one who went with one of the first Western battalions as a junior officer, and has climbed about as far as is possible through the service he has seen since. The book itself is a somewhat unique description of the particular work the Canadians have done on the battlefields of Flanders.

SERVICE'S PICTURES OF THE WAR

It will be recalled how graphically Robert W. Service pictured the wonderful aspects of the Yukon in a way never before accomplished. He has brought something of the same genious to his verse pictures of war conditions and has achieved in "Rhymes of a Red Cross Man," published by William Briggs, Toronto, a similar success. Service makes one see not only the pathetic, but also the humorous side of the war. His verse in the new book is drawn from first-hand experience since he has spent the best part of the last two years in driving an ambulance in the thick of the fighting, for the French Government. Here is a sample of one of his most characteristic bits, "The Red Retreat,"

Tramp, tramp, the grim road, the road from Mons to Wipers;
(I've 'ammered out this ditty with me bruised and bleedin' feet;)
Tramp, tramp, the dim road—we didn't 'ave no pipers,
And bellies that was 'oller was the drums we 'ad to beat.
Tramp, tramp, the bad road, the bits o' kiddies cryin' there;
The fell birds aflyin' there, the 'ouses all aflame;
Tramp, tramp, the sad road, the pals I left alyin' there,
Red there, and dead there—Oh, blimy, it's a shame!

* * *

PALMER'S WAR NOVEL

A most interesting new novel is Frederick Palmer's war novel, "The Old Blood," which has come from McClelland, Goodchild and Stewart. The great amount of actual warfare which Palmer has seen, together with the descriptive value of the books on the present conflict which he has given us, prepare the reader in advance to expect something well worth while in this war book in the form of a novel, and this expectation is fulfilled. "The Old Blood" is a novel of human values and of human and spiritual issues in the present European cataclysm.

* * *

Maeterlinck's "Wrack of the Storm" has gone into a second Canadian edition.

* * *

Mrs. Humphry Ward's great war book "England's Effort," has been having a remarkable run in Canada, being now in its fifth edition.

* * *

"Sapper," whose war-tales have proved so entertaining and which scored such notable successes has written another new book, "Men, Women and Guns."

* * *

In his "The War in Italy," Sidney Low describes his recent visit to that country at the invitation of the Italian general staff. The volume will be copiously illustrated with photographs especially taken for the Italian military authorities.

* * *

"Salt and Savour," by Mrs. Alfred Sidgwick, comes from Methuen's of London. It is a novel in which the war figures conspicuously. Mrs. Sidgwick has a creditable list of books to her credit and many who have enjoyed her previous books will be particularly interested in this one. The story is well told and its timely appeal, together with the tense situations brought about by principals who are of English and German extraction, make it a story of compelling interest.

Public Library News

TECHNICAL LIBRARIES

Professor J. C. McLennan, the new president of the Royal Canadian Institute, in the course of an address on "Industrial Research in Canada," at the Physics Building, Toronto University, on November 4, advocated the formation of technical libraries in large centres, and said that in Great Britain some of the industries were marked as "key" or master industries, those for whose articles there was only a limited field, but which were invaluable for the building up of other industries. For these State support is now considered necessary.

Of research work in laboratories there was little yet in Canada except in the rubber, farm implement and steel trades, in which a beginning had been made. The C. P. R. was taking its own steps for developing the natural resources which it possessed.

"We must encourage the manufacturers," continued the professor, "to call in to their aid the assistance of the trained investigators whom we are at present turning out in large numbers from the universities. Lack of openings has forced many into research laboratories in the United States. There they are assisting in building up great industries as rivals to our own.

"What is wanted is, first, a consolidation and correlation of the research work now being carried on at Ottawa in different departments and under different Ministers; second, I think the facilities afforded by the universities should be supplemented by the establishment of physical and chemical bureaus in the centre of those localities where industrial activity is greatest."

* * *

LIBRARY FOR BLIND

The rapid extension of the work of the Canadian Free Library for the Blind requires the latter institution to remove from its present quarters in the West Toronto Branch of the Toronto Public Library, and Major D. H. C. Mason, of 295 Russell Hill Road, has generously opened, with a contribution of $100, a subscription list to enable the Library for the Blind to secure adequate premises elsewhere. Contributions may be sent to the Dominion Bank, West Toronto Branch, or sent directly to the Library, and should be made payable to the Canadian Free Library for the Blind.

Winnipeg.—The western portion of the city is to have another branch library, which is to be located at the store of T. C. Corneille, corner of Portage and Stiles Street.

* * *

CHILDREN'S LIBRARY

The St. Catharines, Ont., public library has now a children's department. It is in charge of Mrs. Cameron, a former public school teacher. Rows of shelves around the room contain all kinds of interesting books for the children. The walls are hung with interesting pictures and in fact every small detail has been worked out to attract the child. Already there are one hundred and sixty-five members paid up and forty-six applications waiting. The hours are from one to six and seven to eight, daily, except Saturday when the hours are ten to twelve and two to six. Every Saturday morning at ten o'clock it is proposed to hold a story hour. For this purpose a small platform has been erected and little chairs installed, and in order that there will be no noise the little chairs have all been joined.

The library board of Hamilton, Ont., has interested itself in the soldiers quartered in the city. Adam Hunter, librarian, stated this morning that libraries were being opened up in the various military barracks, books being loaned free of charge to the soldiers. Magazines are also being supplied. That the boys in khaki appreciate this action of the board is evidenced by the manner in which they are patronizing the reading rooms.

* * *

LIBRARY INSTITUTES

At the Library Institute meeting in Ottawa on Nov. 16, W. O. Carson, Inspector of Public Libraries told of the immense stride which the public libraries have made during the past eight or ten years, and the educational benefit which has been derived by the general public. In referring to the work accomplished, he said that while naturally it had not been spectacular, it had none the less been most encouraging, and the big libraries were straining every nerve to meet the demand of the public for good reading matter which was slowly but surely taking the place of fiction. He voiced several prominent instances where plodders with the aid of books from the library had succeeded in attaining heights undreamed of in his philosophy.

Suitable books to meet the demand of every class of reader, a study of the patrons of the library, and public statements as to the work accomplished were some of the necessary attributes of a successful librarian.

At the annual meeting of the London District Library Institute comprising Middlesex and Elgin, the following officers were elected: President, R. H. Bellamy, Mount Brydges; vice-president, Mrs. A. Height, Aylmer; secretary, Fred Landon, London. The meeting was held at St. Thomas and next year's gathering will be at London.

The rapid growth of Renfrew, Ont., has occasioned a demand for a large Public Library. At present this town has a $15,000 Carnegie Library. Mayor Rochester went to New York in November to make the necessary representations and arrangements with the Carnegie Library Trust.

At the annual meeting of the Huron, Bruce and Perth Library Institute, W. O. Carson, Provincial Inspector of Libraries, deplored the superabundance of trashy books, also the failure of many libraries in this district to keep faith with Andrew Carnegie in the matter of their annual expenditure in accordance with the terms under which the buildings were erected.

* * *

ANNUAL BOOK SHOWS

Books for children were again exhibited at the Toronto Central Public Library this season and a great show it was. The object of this annual "book show" lasting for two weeks, is to provide an adequate guide for parents and others in selecting books to be given as Christmas presents to children. All the books bore the price, clearly marked on the inside, at which the books may be purchased at the Toronto bookstores.

* * *

At Edmonton, Alberta.

On December 1 and 2, the Edmonton public library exhibited books suitable for Christmas gifts. Through the courtesy of local booksellers there were shown good selections of the best books for gifts. Librarian Hill asks "Is gift-choosing hard? Then decide on a book. Books as gifts fit every relationship and pay every indebtedness of good-will."

Change in Old Established Firm

New Organization Takes Over Business of Nimmo, Hay and Mitchell, with J. H. Bruce as Director

THE old-established firm of Nimmo, Hay and Mitchell, of Edinburgh, Scotland, has been changed to a limited liability company with J. H. Bruce as director. Mr. Bruce was for many years manager of this house.

The late W. P. Nimmo, founder of the firm, was apprenticed to and trained in the well-known house of Blackwood. After he had completed his apprenticeship he served for a time with Messrs. Simpkin, Marshall & Co., but, like most Scottish lads who went there to complete their business education, he had to go out collecting, which ofttimes necessitated carrying very heavy loads. He had a lively recollection of the hardships of a collector's life for a great trade-clearing house like Simpkins! He began business on his own account in Edinburgh in the year 1859 at No. 2 St. David Street. His first venture was in wholesale distribution, but this was very soon given up for the more venturesome but profitable business of publishing.

He was highly successful from the first, being bold and enterprising at a time when there was plenty of scope for courage and mother wit. One of his first successes was "Heaven Our Home," the sale of which ran into several hundred thousand copies. Its author was anonymous and many guesses were made as to his identity. It afterwards appeared that he was Parish Minister in a very humble church in the South-west of Scotland. It was a sad fact that most of the money received by the author in royalties was lost in the city of Glasgow Bank failure, he being a shareholder at the time of its collapse. One of the little incidents which helped to boom this book (and which as an astute publisher Mr. Nimmo knew how to make the most of) was the fact of the Prince Consort asking Queen Victoria to read some passages from the book in the illness which proved to be his last. As an advertisement Mr. Nimmo printed a tiny leaflet entitled "The Dying Words of Prince Albert," whereon the request was set forth. These were distributed far and wide and created an enormous demand for the book.

"Nimmo's Standard Library" and "Nimmo's Poets" were among the undertakings with which the firm scored conspicuous successes. They were great producers of reward and gift books in the seventies, when America still imported immense quantities of these from Britain.

In recent years their different series in velvet-calf bindings, including miniatures, have been prominent in the trade. This is true also of their extensive range of birthday books.

Alexander Hay joined the firm in 1879, having been with Mr. Nimmo from boyhood. Upon Mr. Nimmo's death in 1883, Norman R. Mitchell was taken into the firm. The latter had served his apprenticeship with the late John MacLaren, of Princes Street, Edinburgh, on the completion of which he was for a time with Messrs. George Philip & Son, Liverpool, and then became country representative of Messrs. Strahen & Co., afterwards known under the style of Daldy, Isbister & Co. When he joined the Nimmo business he had established a wholesale venture in Frederick St., Edinburgh, including the Scotch Agency for Messrs. Isbister's general publications and also for "Good Words," which at that time had an enormous circulation. These agencies were taken over by the Messrs. Nimmo and worked for some time, but were ultimately given up in favor of publishing on their own account.

Messrs. Hay & Mitchell carried on the concern until Mr. Hay's death in 1899, and Mr. Mitchell continued the work until his death.



In addition to the rights and stock, the new company has acquired the premises of the firm at 18 Clyde street, Edinburgh, and for the convenience of the English trade, are opening a London branch at 100 Southwark Street, London, S.E.

J. H. Bruce, whose portrait we are privileged to present, has been with the old firm from boyhood and has been carrying on the business for the proprietors since the death of Mr. Mitchell, the last of the partners.

DEATH OF JACK LONDON

Jack London, the noted author died at Glen Allen, Cal., on Nov. 22. The funeral was held without religious service of any kind.

The New York *Tribune* has published a letter from Edgar Sissons, who takes exception to a statement that Jack London had written an anti-militarist pamphlet, Mr. Sissons says: "What his feelings were in regard to the Great War I know exactly, both by his word and his deed. In the first year of the war he told me that, except for his personal responsibilities for the welfare of the many persons dependent upon him, he would have been over the northern border, to enlist as a soldier in England's outgoing colonial army. He did not tell me what he did in place of going, but Mrs. London did, last week. He has been supporting the mother of a soldier.

"Jack London was a fighting man. He would not defame fighting men."

THE CHATTERBOX

The ever popular and always entertaining Christmas annual for children, called "Chatterbox," is right up to the mark in its 1916 volume, which has just come from Dana Estes & Co., of Boston. There is a great fund of most interesting matter crowded into its 412 pages and among the couple of hundred illustrations are a series of fine full page plates in colors.

THE MERRY MARINERS

From Gordon & Gotch, of Toronto, comes a copy of "The Merry Mariners," being humorous naval sketches by E. G. O. Beuttler. The humorous trait of the British tar is a subject of wide renown. Lieut. Beuttler, who is responsible for the forty sketches in this book, has been aptly called the "Bairnsfather of the Navy." He is a member of the Royal Naval Reserve and it is apparent by the first glance at the book that he "knows what he is drawing about."

He is a natural artist, entirely untrained, and it is the spontaneity of his work which gives it its charm and humor.

The exquisite detail of some of his drawings is perhaps best expressed in his humorous picture entitled "Mooring a Dreadnought," which introduces nearly forty figures in most excruciating attitudes.

New Goods Described and Illustrated

NEW CHRISTMAS SPECIALTY

A distinctively new note in the Christmas specialty line has been struck by Fantus Bros., 525 S. Dearborn Street, Chicago, with their Christmas package, which comprises a total of 88 pieces, including Christmas seals, tags, folders, posterettes, etc., for use in decorating and wrapping holiday gift parcels.

* * *

DISPLAY PADS

Another new line for stationers comprises various sizes and styles of display pads. They are substantially made, and can be used for showing all sorts of small items of merchandise. They will be of use to stationers in their own stores, and can be sold readily to other retail merchants. These display pads are being introduced by the Manhattan Case Co., 34 Maiden Lane, N.Y.

* * *

INK STAND AND PHOTO FRAME

An unusual combination, but one that looks very attractive, is a combination photo frame and ink stand as put on the market by Nathan A. Krischer, 13 University Place, New York. It will make a strong appeal as an office desk specialty.

* * *

DIRECTORY ON REEL

A new idea for telephone directories to permit of ready reference is one that operates by means of a spring reel and is attached to the telephone just below the mouthpiece. It is a product of the C. E. Erickson Co., of Des Moines, Iowa.

* * *

RECORD CLEANER

A handy device for cleaning talking machine records of the disc type has been introduced to the trade by the E. T. Gilbert Mfg. Co., of Rochester, N.Y. It is called the "Recco." The cleaning surface is covered with a carpet of the best quality and thus affords a nap that quickly and effectively cleans every particle of dust and dirt from the surface of the record.

* * *

BINDER FOR NOTE BOOKS

A binder known as the "O. B.," designed for use with a loose-leaf notebook or a bound book, consists of a stiff leather cover which serves as a firm dictation board with an attachment for holding in place the covers when stood up in the shape of an inverted "V," thus permitting the reading of the notes at just the right angle for easy and speedy transcribing by the stenographer. This binder has been placed on the market recently by the New Jersey Manufacturing Co., 286 West street, West Hoboken, N.J

* * *

A NEW FLASHLIGHT

A new flashlight has been put out by the Sunlight Electric Specialty Co., 453 Broome street, N.Y., for retailing at 25c. They claim for it that it will give an ordinary intermittent service for from four to six weeks.

* * *

THERMOMETER NOVELTIES

While the very cheap thermometers in cardboard mounts as introduced by Taylor Bros'. Co., of Rochester, can hardly be expected to replace the regulation variety of thermometers set in metal or wood, they will doubtless prove ready sellers, because of the opportunities afforded for working in attractive display features, such as combining with the thermometer a picture or some other ornament to enhance its appeal. They will be used quite extensively in producing new calendars.

* * *

PYRALIN

How many Canadian stationers know anything about Pyralin? It is a transparent material as clear as glass, but is flexible, and the makers claim it to be as tough as canvas. It is made in many colors, and is used largely in the manufacture of such goods as buttons, badges, calendars, boxes, frames, cases, covers, toys, and is obtainable in such finishes as ivory, pearl, shell, marble, grained and glass effects. Is this not a specialty that should prove a ready seller in stationery shops?

* * *

PAPER WEIGHT-CALENDAR-PIN CUP

A new and novel desk specialty is described by the makers, the Advocate Publishing Co., Milwaukee, as an encyclopaedia made of glass. As a calendar it has an interchangeable revolving disc with twelve months' calendar on it. It presents interest calculations from 3 per cent. to 12 per cent. It provides postal information, and naturally serves both as a pin tray and a paper weight.

* * *

KNIFE SHARPENER

A new household specialty, that will fit in nicely for the five to twenty-five-cent department, which is now proving so successful a branch of the business in the stores of many stationers, is the "Instanto" automatic knife sharpener, which is held in place by a spring attachment on a board hanger, so that it may be readily used. The makers claim that just a touch now and again keeps a knife in good condition for cutting.

* * *

POCKET CALENDAR

The James Mack Co., 16 South Fifth Avenue, Chicago, have placed on the market the "Every Day" calendar, the cover being of strong black grain leather, with pockets to hold the calendar pad, there being a leaf for each month.

* * *

FIRST AID FOR "RIPS"

Rips and tears will be less trouble for many by reason of the emergency first-aid case which has been introduced by the F. Sternthal Co., of 217 West Madison Street, Chicago. It is made of felt, and contains pins, assorted needles, black and white thread and darning cotton, assorted buttons, and safety pins. Looks good for the five to twenty-five-cent department.

* * *

JITNEY BUS GAME

A newcomer in games is the Jitney Bus Game, being a puzzle in which the problem is to run the jitney into its garage. It is a new product of John L. Allen & Bros., of Bremen Street, Buffalo, N.Y.

* * *

NEW BOOKKEEPING BLANKS

A recent introduction by the Boorum & Pease Co. is a new line of bookkeeping blanks for use in schools and colleges. They are the result of an insistent demand by commercial, technical and private schools that specialize in bookkeeping courses for a light book to retail at a popular price.

Selling Leather Goods and Novelties

Study Wants of Your Trade—Keep a Stock Record —Keep Stock Clean and Well Displayed—Be Sure of a Profit Regardless of Competition

THE Committee on Leather Goods and Novelties appointed by the National Association of Stationers (United States) presented the following report at the Convention at Atlanta, Georgia:—

"The carrying of a line of leather goods and novelties by the stationer if properly handled should prove to be one of the most profitable departments of his business.

"To make a department of this kind, however, bring good returns on the investment, the stationer must give it the same attention and study that other departments of his business receive. He must first consider the location of his store, whether he is justified in handling leather in both men's and ladies' goods. If located in the best shopping district, it might be desirable to handle ladies' goods; if not, we doubt if the investment would be a good one, as the styles in ladies' goods change with the seasons and the leftovers and sacrifices in price that must be made are liable to make the department prove a poor investment, whereas if ladies' goods were not handled it might show a good profit.

"Leather goods for men to-day can be handled almost as staples, as manufacturers are making lines of one style and running them in sizes from the small card case up to the large wallet. Careful selection of your stock, and above all a stock record, that shows the numbers and sizes moving, and the slow ones, which should be eliminated, will soon put your stock in shape where a profit will be the result.

"Brief cases are now one of the staples of the commercial stationer. Keep a good assortment of this item (we would recommend mostly the better grades). A stock record of these should be kept by which you can keep your stock well assorted.

"Writing cases, which at one time were considered a holiday stock, are now a staple, and here is an idea which may increase your sales on this item. Keep your stock convenient to counter where writing tablets are sold and when a customer asks for a tablet show and suggest a writing case, which will not only take care of the tablet, but envelopes, address book, stamps, etc.

"**Novelties**: What is considered as novelties by one stationer may be staples with others. We take it, however, that this is merchandise which is sold principally at the holiday season. While the sales are better at this time, there is a demand all the year for such items as desk pads, inkstands, calendars, clocks, paperweights, memo pads, trays and other desk accessories (even Frank Bailey's litter of Black Cats and other novelties which his firm sends out occasionally). A fair stock should be kept at all times.

"In conclusion, in order to make the leather goods and novelties department profitable: First, study the wants of your trade and make a careful selection of your stock. Second, keep a stock record where possible which will show the items that move and are profitable and cut out the slow sellers. Third, keep your stock clean and display in a manner that will appeal to your trade (dirt and a poor display will not do this). Fourth, regardless of competition put a profit on every item. We would suggest not less than double the invoice cost and in some cases a little more would not do any harm."

"GIVE BOOKS THIS CHRISTMAS"

FROM now on. I have no doubt, we shall see, as in former years, signs distributed around the bookstores bidding us "Give books this Christmas"—sound advice fraught with pleasurable possibilities for the fortunate recipients. There will be displayed for our choice old classics in new garb, more modern works handsomely illustrated and bound in sumptuously decorated covers, and, cheek by jowl with these, books that are frankly modern in style, modern in viewpoint and modern in appearance. These will be mostly novels—for outside of the big centres one rarely finds the more serious and, therefore, in my view, better worth while books. To the discriminating reader this variety will be welcome for knowing his authors and knowing his friends he will be able to choose a book suitable for each recipient. But the advice is clearly not meant for him. It is intended for that large class of buyers who decide on books mainly because for $1 or $1.50 nothing that would look so well or would bulk as large can be obtained, or for those others who, at a loss to know what to give, fall back upon books. Usually they are not readers and rely entirely on the bookseller. They naturally want to know something about the books they select so that they can receive the thanks of their friends intelligently. Beyond displaying his wares and his signs what steps does the bookseller take to encourage the giving of books for Christmas? I have often heard a bookseller asked to recommend a book "for a young lady who is fond of reading," or for "an elderly man who likes something good, but not too heavy," or again for one whose preference is for something funny. Quite often I have seen the enquirer leave the store disappointed—not because the bookseller had nothing to satisfy the demand, but simply because he did not know what he had. If the bookseller could handle his books as he does his note paper more books would be given at Christmas than at present. How is this to be done? He can reasonably plead that it is quite impossible for him to read all the books he has to carry in stock. That is quite true. But he can, it seems to me, utilize to better advantage the services of his staff. In nearly every book store there are two or more assistants. During the slack periods they can usually be seen reading the magazines. Why should not the bookseller divide his stock into as many sections as he has assistants, making each one responsible for the sales in his or her section. The clerks should be encouraged to read the books themselves and compelled to read some good review, say the New York *Times*, and the publishers' circulars, which do sometimes tell what a book really is about. In this way they would acquire a fund of information which would make their advice worth while to the customer and distinctly beneficial to the sales. It would add to the booksellers' sense of security, for no longer would he be entirely dependent on one assistant whose departure would leave him without a "book man." He would, too, I think, no longer find himself compelled to sell at half price or even less books which, although quite meritorious in themselves, are unsaleable under present conditions because they are not written by an author whose name is on everybody's lips. And, finally, he would find the public more anxious than ever to "give books for Christmas" because they would be able to choose intelligently and to learn something about the books they had chosen.

A. LAYMAN.



The Copp, Clark Co. report as their best selling fiction "The Wandering Dog," "Tish" and "The Vermillion Box," and in juvenile books, "Kinkitink of Oz," "Black Arrow" and "Snuggle Tales."

WELDON ROBERTS RUBBER ERASERS

The very finest quality erasers that can be had.

WRITE NOW FOR SAMPLES

The name WELDON ROBERTS on Rubber Erasers is the MARK and the GUARANTEE of the *finest quality*

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

MADE IN CANADA

High Grade Papeteries for your holiday trade

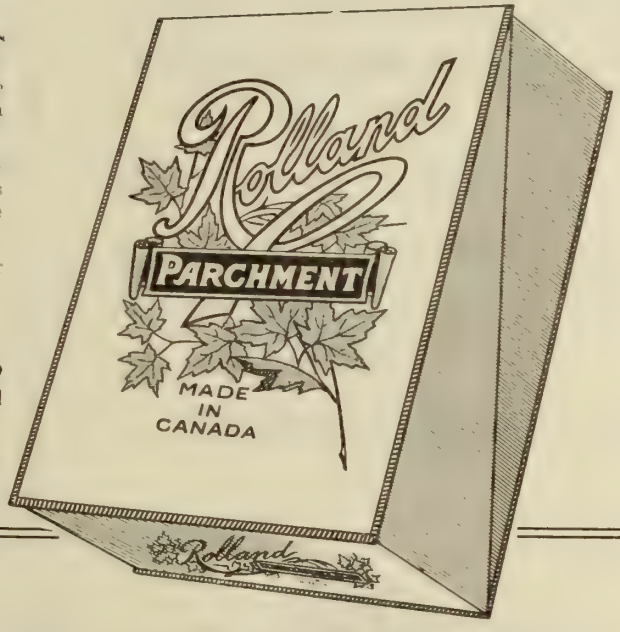
That telling appeal which distinctiveness and high grade quality give to any line is very evident in

ROLLAND PARCHMENT

a superior correspondence paper that is sure to make a hit with the holiday trade.

Rolland Parchment is put up in a neat, attractive-looking box, which is a big factor in securing the customer's interest and promoting the quick, easy sales that are characteristic of every Rolland product.

Get a stock of these quality papers displayed for better holiday selling. Results will please you.



The Rolland Paper Co., Limited

High Grade Paper Makers

General Offices: 142 St. Paul St. W., Montreal.

Mills at St. Jerome and St. Rolland, P.Q

Now Ready



SUCCESSFUL TEACHERS USE

PELOUBET'S SELECT NOTES

finding in them a wealth of explanation, suggestion, illustration—in fact, material of all kinds needed to instruct and hold the attention of their classes. This help is given in the most concise, practical form, so that it is easily imparted to others, making the lesson hour one of pleasure as well as profit to the pupils.

Send for Free Sample Pages and note how clearly yet concisely the scripture text is explained and illustrated.

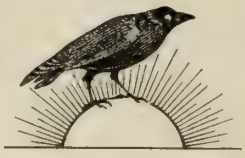
CLOTH, 384 PAGES, $1.15 NET, POSTPAID $1.25.

W. A. WILDE COMPANY, BOSTON, MASS. CHICAGO, ILL.

To Our Many Customers Throughout Canada

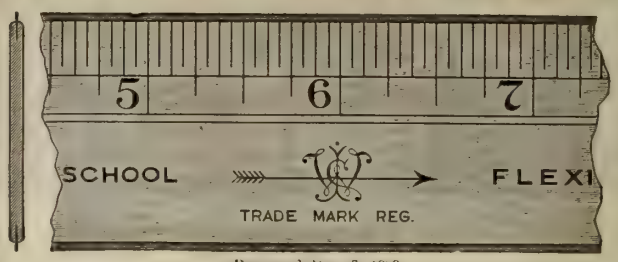
We extend our best wishes for all happiness during the coming season.

May the coming year bring you a full measure of Health, Happiness and Prosperity.



W. V. Dawson
LIMITED

Montreal Toronto Winnipeg



Patented Dec 7, 1909

*No. 777 1⅛ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

THE following books, published by W. S. Paine & Co., Hythe, Kent, are recognized as being written by the best authorities upon musketry, etc.:

MUSKETRY NOTES, by Lieut. A. Rakes, C.E.F.

FIELD PRACTICES, by Major Brandreth, Hythe Staff.

NOTES ON METHODS of GIVING FIRE ORDERS, by Lieut. G. E. Coffey, Hythe Staff.

HANDBOOK of the COLT GUN, by Capt. D. J. Johnston.

INSTRUCTIONAL HANDBOOK of the .303 LEWIS GUN, by Hythe Staff.

THE COLT AUTOMATIC MACHINE GUNNER'S HANDBOOK, with Machine Gun Tactics and Problems.

INDIRECT FIRE WITH MACHINE GUNS. Fully illustrated.

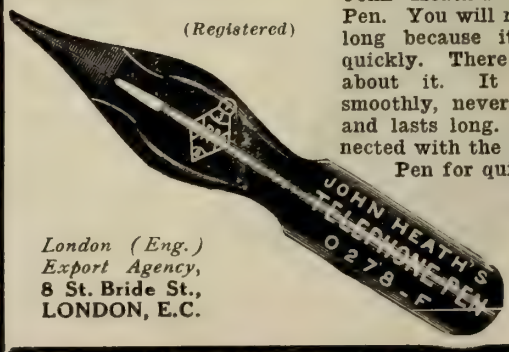
THE HYTHE SERIES OF AIDS TO TRAINING INFANTRY. Nos. 1 to 3 already issued, other numbers ready shortly.

TO BE OBTAINED OF

McClelland, Goodchild & Stewart
TORONTO Limited

AND ALL BOOKSELLERS

HOLD THE LINE



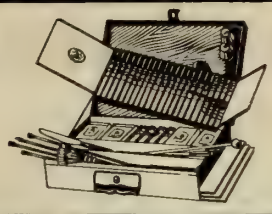
(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal

London (Eng.) Export Agency,
8 St. Bride St., LONDON, E.C.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

Let the Moore Push-Pin Girl Sell For You.





This clever little sales girl, appearing in leading magazines, is creating a wonderful demand everywhere, and big profits for you.
We will send one for your Counter FREE.

Moore Push-Pins
Glass Heads, Steel Points



Moore Push-less Hangers
The Hanger with the Twist

Our advertising appropriation has been increased many thousands of dollars to quickly move these popular and profitable Moore Push devices.
Sold in handy 10c. packets.
Free samples, Booklets, Prices on Request.

Moore Push-Pin Co., 117 BERKLEY ST. PHILADELPHIA, PA.

CARTER INX

Quality Products

embrace a line of inks, mucilage and paste which is unequalled. It insures a steady profit from your best trade, and does away with all dissatisfaction.

MADE IN CANADA

The Carter's Ink Co.

356 St. Antoine Street Montreal, Que.

1916 **1917**

You have our heartiest wishes for a most enjoyable Christmas and for 1917, twelve months of uninterrupted prosperity, and happiness.

Xmas and New Year Post Cards with a 5-word Greeting can be mailed for 1c.

The above advertised by you to your customers will increase your sales of post cards very materially.

We are well prepared for your rush orders in Post Cards, Booklets, Tags, Seals, Novelties and Toys.

Military Specialties.

Our Textile Patriotic Calendars to retail at 10 to 50c each have made a big hit again this year.

If you haven't received a copy of our Catalogue, drop us a post card. We will gladly send one.

PUGH SPECIALTY CO.
LIMITED
Specialists in Specialties
38-42 Clifford St., Toronto, Canada

GET THE BEST! BLOTTING PAPER

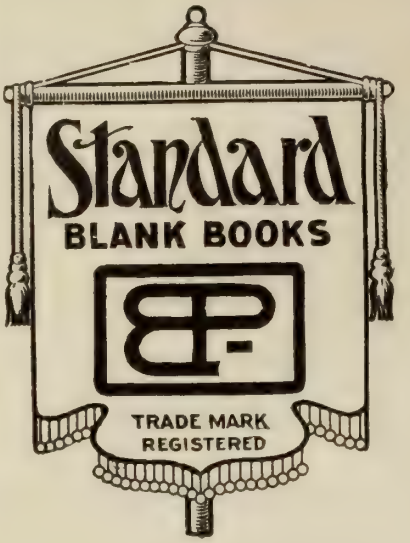
MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



Under its folds you march to bigger business.

An army of dealers the country over have found the "Standard" trade-mark a token of victory in the "drive" towards better business. And this army is ever-growing, dealers having recognized the superiority of Standard Brand Blank Books and Loose-Leaf Devices, a superiority that brings more customers to the store and puts more dollars in the cash drawer.

"Standard" lines will give your customers a satisfactory service such as will react favorably on other lines displayed. Try out a few of this family of quick sellers.

There's a good profit in every "Standard" sale.

BOORUM & PEASE COMPANY

Makers of "Standard" Blank Books and Loose-Leaf Devices

Home Offices: Front St. and Hudson Ave., Brooklyn, N.Y.

Factories: Brooklyn, N.Y. St. Louis, Mo.



MAKE FOUNTAIN **PEN PROFITS** *WITH The Pen with the Magic Button*



AN EVER POPULAR CHRISTMAS GIFT

The "A.A." self-filling feature is simple and attractive. That's one reason why this pen sells so easily and quickly. The "A.A." pen is an attractive holiday gift. The material and workmanship are absolutely guaranteed. The exquisite flexibility of the gold pen point is pleasing to customers.

We will furnish attractive display cases free. Each case contains an appropriate holiday assortment of self-fillers, lower end joint, middle joint, and safety fountain pens.

Write to your local jobber or to us for prices, catalogue and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.

Established 1895

36 THAMES ST. NEW YORK CITY

Not connected with the L. E. Waterman Co.



A WORD TO THE WISE

If you are interested in

PICTURE POST CARDS

of any kind, please state your requirements.

We have a large variety of subjects in every direction.

We also issue about 30 designs in STATUARY PICTURES in three sizes, the most perfect ever produced.

The "Alpha" Publishing Co.

2 & 4 Scratton Street

Finsbury, London,

England

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen



It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

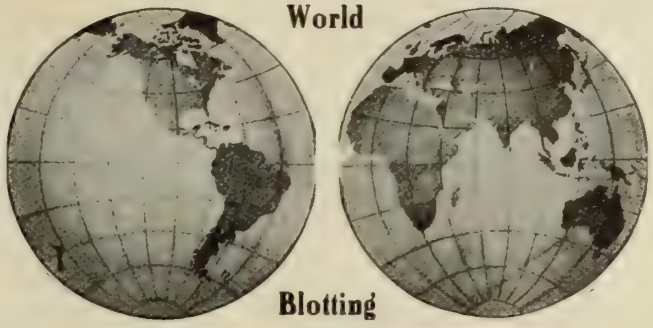
Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

First we made a good paper and then advertised it—this is the reason for the great success of

EATON'S HIGHLAND LINEN

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.



An unmistakable favorite

Superior absorbency and durability have made **WORLD BLOTTING** the standard blotting paper for the past thirty years.

This high grade blotting is made from selected cotton rags. Where a blotting paper of superior quality is required "World" brand has no equal.

Our cheaper grades are the best values on the market for the prices charged. The different colors make eye-catching displays. Send for sample supply.

ASK FOR SAMPLES

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY
The Largest "Exclusively Sheet Music House" in the World.
CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Fine Inks *and* Adhesives
FOR THOSE WHO *KNOW*



Higgins'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.
Branches: Chicago, London
271 Ninth St. BROOKLYN, N.Y.

Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% foolproof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip. NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Write for price and trade discount.

Made only by

IDEAL SPECIALTIES MFG. CORP.

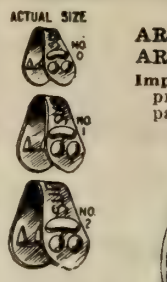
NEW YORK

A. R. MacDougall & Co., Ltd., Canadian Representatives
266 King St. W., Toronto

IMPROVED SUPERIOR PAPER FASTENERS

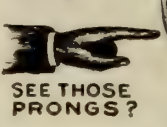
(Improved August, 1914.)

ACTUAL SIZE



ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.



SEE THOSE PRONGS?



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the **Improved Superior Paper Fasteners Fit the paper.** They are by far the peer of all others.



A high-grade blotting for your particular customer

Standard Brand Blotting

being made from selected cotton stock has a superior absorbency and a durability that win approval everywhere and bring customers back again.

Think what such customers' satisfaction means to you—repeat sales, bigger profits. It's worth a trial at least—send your order to-day.

We are the largest exclusive manufacturers of blotting paper; our lines include Standard, Imperial, Sterling, Curi-Curl, Prismatic, Royal Worcester, and Defender (enameled).

Standard Paper Mfg. Company

RICHMOND, VA., U.S.A.

November 24, 1916

WITH the closing of the year we wish to express our appreciation of the patronage so generously accorded us by the Trade, and the courtesies and forbearance shown us when a rush of orders overtaxed even our augmented factory facilities.

May the coming Year treat you all well!

Sengbusch Self-Closing Inkstand Co.

200 Stroh Bldg. Milwaukee, Wis., U.S.A.



Made in America by
The Oldest Lead Pencil Factory in America

VAN DYKE DRAWING PENCILS

AWARDED GOLD MEDAL

PANAMA-PACIFIC EXPOSITION

This signal honor accorded for a pencil but so recently introduced, is a distinct triumph for **AMERICAN MADE** goods.

It is the strongest endorsement possible to be given, and confirms the estimate placed upon the pencil not by ourselves alone, but by the most critical and exacting class of users—**DRAFTSMEN, ARCHITECTS** and **DESIGNERS.**

The "Van Dyke" is hexagon shape, yellow polish, with a superlative lead in 15 degrees.

It has been adopted by the U. S. Government for use in Department Drafting Rooms.

EBERHARD FABER - - - NEW YORK

SPENCERIAN STEEL·PENS

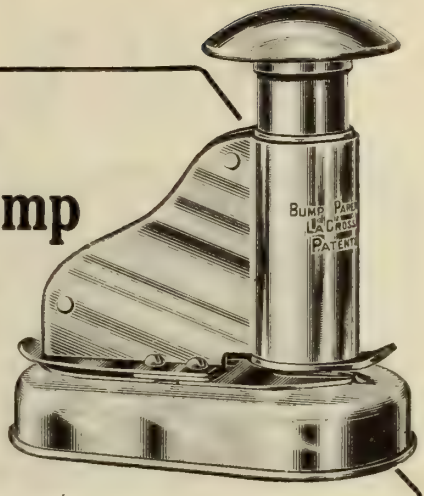
Pen Works, Birmingham, England

Imported by the leading jobbers of stationery in Canada. The Standard Pen in the United States for expert and careful writers. **Established 1860.**

Samples on Application to the Trade.

THE SPENCERIAN PEN CO.
NEW YORK, U.S.A.

The New Bump



—the neatest and most efficient Paper Fastener.

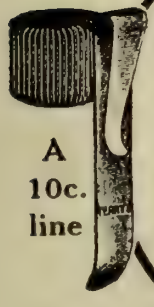
Its appearance and its simple efficiency make the new Bump Fastener a particularly dependable selling line.

A single pressure, besides fastening from two to ten papers neatly and securely, punches a neat round hole in papers inserted at back, thus serving the double purpose of paper fastener and punch.

To see the BUMP is to appreciate it. Show it to your customers and watch it sell. There's a good profit in it for you.

Bump Paper Fastener Co.
LACROSSE, WIS., U.S.A.
Canadian Agents: **W. J. Gage & Co., Limited, Toronto**

The TERRY
Pen or Pencil Clip



A 10c. line

appeals to every user of pen or pencil, as it prevents the loss of these articles.

Well finished, carded to attract —it is a seller.

Ask for sample and terms. We can supply as soon as war is over. It's British made too.

Herbert Terry & Sons, Ltd.
The Spring and Presswork Specialists
REDDITCH,
ENGLAND

Pat. and reg'd.

Established 60 years, we have the "Grip of the Spring" trade

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

ABOUT STAMP PADS MR. STATIONER!

Are YOU getting your full share of this profitable business? Why not combine supreme satisfaction to your customers with liberal profits for yourself?

The "FULTON" Self-Inking Stamp Pad

Seven Sizes—Six Colors
STANDARD

The "FULTON" Non-Blurring Wood Pad

Three Sizes—Six Colors

The Best Pad on the Market—Giving the *Highest Percentage of Stamp Pad Satisfaction.*

By all means write TO-DAY for Price List No. 34.

FULTON SPECIALTY COMPANY
Formerly Fulton Rubber Type Company
128-142 Fulton Street, ELIZABETH, N.J.

BUYERS' GUIDE



MADE IN CANADA

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited

Manufacturers 419 King St. W., Toronto

Packard BROTHERS.

MANUFACTURERS OF

Die Stamped and Engraved Greeting Cards

329 Craig Street West
MONTREAL

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.

CHICAGO NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

German, French, Spanish and Italian Grammars

of the

Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade



Wonder Soap Bubbler

Blows Double, Chains, Clusters, Etc.
INDESTRUCTIBLE. PROFITS 80% to 100%
Write for Samples and Prices

BRADWAY NOVELTY CO.

1 West Broadway, - NEW YORK CITY

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
Menzies & Co., Limited, Toronto.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
British-Canadian Publishing Co., 35 Church St., Toronto.
J. H. Jost, Halifax, N.S.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Ritchie & Sons, Ltd., William.
Valentine & Sons, Toronto and Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

Binney & Smith, New York.

EYELETTING MACHINES

Elbe File and Binder Co. New York, N.Y.
Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Menzies & Co., Limited, Toronto.

ERASERS.

St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. McDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Glov," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
Eberhard Faber Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

?

HOW ABOUT INTEREST TABLES FOR YOUR BANKING CUSTOMERS FOR COMPUTING YEAR'S INTEREST?

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West - MONTREAL

BUYERS' GUIDE

SCHOOL RULERS

A NEW LINE

Send for Samples and Interesting Prices

Lucas-Tuttle Mfg. Co.
Silver Springs, N.Y.

HAVE A BETTER BOOK STORE

We make show cases, counters, wall cases, shelving, tables and special fixtures for all lines of retail trade.

Send us plans and specifications for estimates.

The Walker Bin & Store Fixture Company, Limited
Kitchener, Ontario

Gale & Polden

have now issued an exceedingly High-Class Brochure illustrating in color and reproducing in miniature all cover designs of their Titles in

CHILDREN'S PICTURE AND STORY BOOKS

Every Buyer interested in Children's books should send for copy at once.

Gale & Polden, Ltd.
2 Amen Corner
LONDON, E.C. (ENG.)

Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
D. Harper & Co., 258-262 Holloway Road, London, Eng.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

MILITARY SPECIALTIES

Geo. Clark, Southam Bldg., Montreal, Que.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Bump Paper Fastener Co., La Crosse, Wis.
Ideal Specialties Mfg. Corp., 352 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Menzies & Co., Limited, Toronto.
U. S. Playing Card Co., Cincinnati, O.

POST CARDS, GREETING CARDS, ETC.

Hildesheimer, Ltd., 93, Clerkenwell Road, London, E.C.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.
Pugh Specialty Co., 38-42 Clifford St., Toronto.
Ritchie & Sons, Ltd., William.
Valentine & Sons Publishing Co., Montreal

SCHOOL AND OFFICE RULERS

Lucas-Tuttle Mfg. Co., Silver Springs, N.Y.
Wescott-Jewell Co., Seneca Falls, N.Y.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Chappell Co., 1348 Yonge St., Toronto.
Hawkes & Harris Co., Toronto
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

STANDARD COMMERCIAL PUBLICATIONS

Morton, Phillips & Co., Montreal.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers Toronto.
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Smith, Davidson & Wright, Vancouver, B.C.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto
Spencerian Pen Co., New York, N.Y.

MORDEN SWIVEL RINGS



The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc. Made in 10 sizes from ½" to 2". Liberal discount to the trade.

Manufactured Solely by
THE MORDEN MFG. CORPORATION
Waterbury, Conn.

PATRIOTIC SONGS

are still in active demand. There is good profit in them. We supply the following at 5c.

We'll Never Let the Old Flag Fall. The most successful Canadian song ever published. Over 100,000 copies sold	15c
By Order of the King. A new song by the same composers. 16,000 sold	15c
I'll Not Forget You, Soldier Boy. A very popular new song. 4th thousand	15c
Our Own Canadian Boys. 3rd thousand	15c
Soldiers of the King. 50,000 sold	15c
Call of the Motherland. 10th thousand	15c
There's a Fight Going On. 7th thousand	15c
You Bet Your Life, We All Will Go. 2nd thousand. New	15c

NEW

Canada, Fall In	15c
On to Victory	15c
There's a Corner of the Flag for You to Hold	15c
Kiss Your Soldier Boy Good-bye	15c

ANGLO-CANADIAN MUSIC CO.
144 Victoria Street, Toronto, Ontario



Christmas Card Buyers
Should not fail to order
WM. RITCHIE & SONS
Limited
of Edinburgh, Scotland
CANADIAN SERIES
Samples in the hands of the principal jobbers, or write A. O. HURST, 32 Front Sreet West Toronto

McFarlane Son & Hodgson, Limited

Wholesale Stationers and Paper Dealers

14 St. Alexander St. - Montreal

TICKET and CONDUCTOR PUNCHES
the best made
The Fred J. Meyers Mfg. Co.
HAMILTON, OHIO, U.S.A.



BUYERS' GUIDE

RULERS

"THE UP-TO-DATE LINE"

A complete line for the School Supply Dealer and Stationer.

Write for Samples and Prices.

Up-To-Date Advertising Co.

Dept. C, CANISTEO, N.Y.

T. E. Tuttle, Mgr. Ruler Dept.

TALLY CARDS, DANCE PROGRAMMES,

Verdier, Ltd., 18 Christopher St., London, E.C.

TOYS AND GAMES

A. C. Gilbert Co., New Haven, Conn.
Menzies & Co., Limited, Toronto.
Modellit Mfg. Co., 19 Brunswick St., Bristol, England.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
J. A. Heale & Co., 96 John St., New York.

The Binder of Today

Made in U. S. A.

ELBE

Elbe File & Binder Co.

97 Reade St., New York



The STANDARD Memorandum Calendar

The best and most popular on the market.

Write for prices, etc.

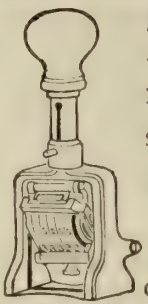
Edward Kimpton Co.

Wholesale Stationers

60 John St. New York

LIGHTNING AUTOMATIC

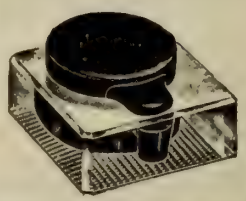
Numbering Machine



A Modern Machine
Absolutely Accurate
Mechanically Perfect with
All the Features of other
Standard Machines and at
Half the Price
Self Inking—Dust Proof
All Three Movements
Consecutive, Repeat, Duplicate
Six Wheels 1 to 999,999
Guaranteed Prepaid **$3.00**

123456 **Osborn Mfg. & Novelty Co.**

103-7 Chambers Street, New York



Ink-stands

of all styles

Manufactured by

FRANK A. WEEKS MFG. CO.

93 John St., NEW YORK CITY, N.Y.

Canadian Jobbers handle our lines.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

BOOKSELLERS AND STATIONERS OF Canada—The best paying line you can take up is an agency for the Castle series of Private and Autograph Christmas Cards. Splendid discounts offered. Samples ready June, sent post and duty free. Write at once to The Castle Publishing Co., Cheapside, Preston, England, and make sure of samples being reserved for you.

PAYSON'S INDELIBLE INK. TRADE SUPplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

DEALERS WANTED.—BOOKSELLERS AND stationers can add a profitable new line by featuring Japanese prints. Get further particulars by communicating with "Jap-Art" c/o Bookseller and Stationer, 143 University Ave., Toronto.

BRITISH FIRM MAKING GAMES AND toys at popular prices, need agent to sell wholesale houses in Canada. Goods are up-to-date and sell readily. Write: Games, c/o Bookseller and Stationer, University Avenue, Toronto.

BRITISH FIRM OF ART PRINTERS AND Publishers with extensive and up-to-date line, need agent or traveler for Canada. Goods sell to stationers, art dealers, picture frame manufacturers, etc. Write: Pictures, c/o Bookseller and Stationer, University Avenue, Toronto.

POSITION WANTED

POSITION WANTED BY EXPERIENCED traveller acquainted with the book, stationery and fancy goods trade of Ontario. Have good knowledge of school and library work. First-class references. Address Traveller, care of Bookseller and Stationer.

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.



THE O. K. MANUFACTURING CO., SYRACUSE, N. Y.

Stationers' Specialties. Sole Licensors and Makers of

The "WASHBURNE" Patent "O.K." Paper Fasteners
The "SANITARY" Patent Erasers
The "RIES" Patent Letter Openers

O.K. TRADE MARK REG. U.S. PAT. OFFICE

Tie up with goods backed by a selling reputation

IT'S good policy. The profit-making "come-back" sales such lines produce will pull bigger business your way, giving you that most important of all business assets, satisfied customers.

You cannot sell a more dependable or a more satisfaction-giving line than

Mittag & Volger Typewriter Ribbons and Carbons

The service that these winners give puts dollars of extra profit in your cash drawer.

The M. & V. Catalog will show you the open door to better customer-satisfaction. Our prices are right. Drop us a card to-day.

MITTAG & VOLGER, INC.

SOLE MANUFACTURERS FOR THE TRADE

Principal Offices and Factories, PARK RIDGE, N. J., U.S.A.

BRANCHES

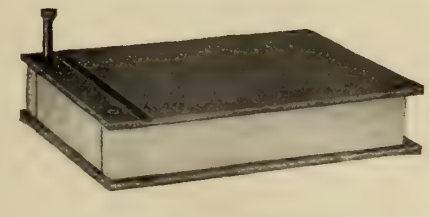
NEW YORK, N.Y., 261 Broadway CHICAGO, ILL., 205 West Monroe St. LONDON, 7 & 8 Dyers Bldg., Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

PERMANENT

DECEMBER, 1916



TRANSFER BINDER

The posts being sectional, this makes a complete transfer volume, from ½ inch up to 6. Filled binders will stack evenly, saving shelf room. Bound in full blue slate canvas, over heavy beveled boards.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Buntin, Gillies & Co.
LIMITED
HAMILTON CANADA



Hamilton, December 1, 1916.

Mr. Stationer--

We have tried to provide for the last-minute needs in Christmas Stationery. Our assortment in most lines is still unbroken and we can guarantee prompt shipment of all letter, telegram and telephone orders.

Please look over your stock of the following lines:

Gift Stationery Boxes—25c to $1.00
Greeting Cards—all prices
Post Cards—Christmas and New Year
Enclosure Cards, Tags and Seals
Tinsel, Cord, Ribbonzene and Gummed Holly Ribbon
Holly Crepe Wrapping
Calendar Pads

Also Desk Calendars, Twilight Crepe Paper, Playing Cards, Snapshot Albums, Loose-Leaf Memos and Parker Pens.

Yours for a Good, Big Holiday Trade,

BUNTIN, GILLIES & CO., LTD.

TRADE MARK

Buntin, Gillies & Co.
LIMITED
HAMILTON CANADA

BROWN BROS. LTD.
BOOKBINDERS,
STATIONERS, ETC.
TORONTO, - CAN.